



TOOL

WIN/WIN
AGREEMENT
PLANNER

Win/win agreement planner

A 'win/win agreement' is both a process of communication (applicable to all deep and valuable areas of communication, not just 'selling'), and a format to confirm what's been agreed.

A 'win/win process' is one where there are always only two possible outcomes:

1. A 'win/win', or
2. A 'No deal today'

In the context of selling, this means:

1. A 'sale' or a 'no sale' for the right reasons, (where the relationship and reputation has been enhanced), or
2. A 'no sale today' but we've agreed some next steps to move to a 'win/win' over time.

In this tool we offer you:

1. A 'win/win' process guidance
2. A 'win/win' agreement guidance

For both direct (1:1) and indirect (processes) situations.

(Note: you will see that we use the win/win structure extensively to outline and teach process throughout the system)



The 'win/win' structure can be easily remembered using the acronym 'I DR GRAC'

What about 'No Deal Today'?

It would be daft to expect that you can sell something to every customer, every time they interact with you. (But this is so often what 'traditional sales processes' try and achieve ... with predictable failure!).

But you CAN always ensure that a customer leaves the interaction with a positive opinion of you, willing to talk about you positively, no matter what.

This is a key outcome we continually promote in 'Slow Selling'.

However, in the case where the customer doesn't buy from you today, the only outcome you should find acceptable is 'No Deal Today ... but the relationship and reputation is strong and the door is always open for the future'.

This is the full title of 'No Deal Today'.

If you follow the 'Slow Selling' processes properly, this is the outcome you'll get when the customer doesn't buy from you today. And in this case the customer will talk about you positively to others, value the contact and call you first when they may need you in the future.

Win/win **Process** guidance

Subject	Direct (1:1)	Indirect (Sales Processes)
Intent	<p>What's the REAL win we're after? For you first, then me.</p> <p>How does this conversation fit with your and our goals, targets and mission?</p> <p>How should we act in order to get the best out of this process, whether we do business together today or not (and either is OK)?</p>	<p>What's the REAL win for the customer (then how do we turn this into sales)?</p> <p>How do our 'sales processes' fit with our goals, targets and mission?</p> <p>How should we act in order to get the best out of this process, whether we do business together today or not (and either is OK)?</p>
Desired Results	<p>What are the measurable results we're looking for from this activity?</p> <p>Personal and organisational</p> <p>Physical and emotional</p> <p>THEIR WINS FIRST</p> <p>Can we agree to make a decision (win/win or no deal today) no matter what?</p>	<p>What are the measurable lead results we're looking for from our sales processes?</p> <p>THEIR WINS FIRST: customer reputation and loyalty.</p> <p>Our win second.</p> <p>Can we systematically persuade the customer to make a decision (win/win or no deal today) no matter what?</p>
Guidelines	<p>Agree the intent and DR and then ask them their opinions.</p> <p>Use open questions and peel the onion.</p> <p>Lists, reflection and prioritisation.</p> <p>'What's the most important to you?'</p> <p>Have notes, questions and FACTS about what YOU think needs to be discussed.</p> <p>Ask: 'Is there anything else?'</p> <p>If you get stuck: ask a 'restart' question:</p> <p>'I'm confused about XXXX, can you help me understand it better?'</p> <p>Only put your opinions forward when you get the green light from them</p> <p>Stop and go back to the beginning if they start talking again.</p>	<p>Clearly publish the intent and DR and then seek to identify and solve the customer's REAL needs as quickly, transparently and attentively as possible.</p> <p>Use open questions and peel the onion through your process.</p> <p>Lists, reflection and prioritisation of typical customer needs.</p> <p>'What's the most important to you?'</p> <p>Publish notes, questions and FACTS about what YOU think needs to be considered by the customer in order to make a win/win decision.</p> <p>Ensure there's an easy way for them to contact you if they needs something and can't find it / are confused / or want to ask for advice. Do this proactively, by asking prompting questions in these areas.</p> <p>When you've 'sold' them your solution: be sure to open the dialogue for feedback and other needs.</p>
Resources	<p>What resources do you both need to make this happen?</p>	<p>What are the timescales?</p> <p>What are the financials?</p>

	<p>If you / they don't have them, who does and how will we get them? What are the timescales? What are the financials? Who will do what? What else will be needed?</p>	<p>Who will do what? What else will be needed?</p> <p>Proactively address all possible issues, both real and imagined, so you effectively manage expectations, and have a great chance of going the extra inch.</p>
Accountability	<p>Agree measures Agree service quality measures and guarantees Agree next steps Agree review</p>	<p>Set up the customer to want to give you feedback. Proactively promote guarantees, follow ups, and cross and up purchasing opportunities. Agree the next steps. Measure customer behaviours. Measure delivery KPIs. Gather feedback. Continually review the process and go the extra inch.</p>
Consequences	<p>Agree the consequences of success and failure:</p> <ul style="list-style-type: none"> • Natural: what will be the natural outcome? • Social: what next steps will we take? 	<p>Agree the consequences of success and failure:</p> <ul style="list-style-type: none"> • Natural: what will be the natural outcome? • Social: what next steps will we take?

Win/win **Agreement** guidance

Subject	Direct (1:1)	Indirect (Sales Processes)
Intent	What's the REAL win we agreed? For you first, then me. How does this fit with your and our goals, targets and mission? How should we act in order to get the best out of this process, whether we do business together or not (and either is OK)?	What are the REAL wins a customer should be looking for? What is our Intent as an Organisation and what do we want to be famous for?
Desired Results	What are the measurable results we've agreed from this activity? Short term and long term Personal and organisational Physical and emotional THEIR WINS FIRST	What are the key outcomes of the process, whether you buy from us today or not? <ul style="list-style-type: none"> • Emotional: how do we want you to feel? • Physical: what outcome do we both want? What are they key principles and drivers of our Organisation (eg customer loyalty and reputation measures).
Guidelines	List the issues discussed using their words, followed by your issues, using your words. You may want to include background information, and anything you'd normally agree in a standard agreement.	What are the steps in the process? What does the customer need to consider for each step? What other information may be needed and where can the customer find it easily? What help can we offer?
Resources	Who will do what, when and how? What's the budget agreed? What other resources will be being used? Who will supply them, when and how? <i>Note: you can combine 'Guidelines' and 'Resources' into lists of 'SMART' goals agreed, if you prefer to do it that way.</i>	Who will do what, when and how? What's the budget agreed? What other resources will be being used? Who will supply them, when and how?
Accountability	What measures, reviews and further steps have we agreed?	What are the measures we've agreed? <ul style="list-style-type: none"> • Physically (things like delivery times etc). • Emotionally (things like customer experience and feedback)

<p>Consequences</p>	<p>What are the consequences of success and failure that we've discussed and agreed (and are now formalising in writing).</p> <ul style="list-style-type: none"> • Natural: what will be the natural outcome? • Social: what next steps will we take? 	<p>What are the consequences of success and failure that we've discussed and agreed (and are now formalising in writing).</p> <ul style="list-style-type: none"> • Natural: what will be the natural outcome? • Social: what next steps will we take? What are the guarantees and 'after sales processes' that we want to offer you?
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So, the 'Slow Tip' is:

- Focus on 'win/win' or 'No Deal Today' as the only 2 outcomes you'll accept
- Use the win/win tool to plan, execute and confirm all sales processes and interactions

Action Point is:

As a manager: Run through this with all your team, ask for their input and ideas. This will take some time and effort, as the idea of 'win/win' has been maligned and misinterpreted over the years. Then work as a team to refine your processes inch by inch, using this tool.

As an individual: Clarify this in your mind and use the win/win tool to plan and execute your key actions.