

# Episode 16 - Worksheet

## ESTABLISHING SUSTAINABLE RELATIONSHIPS - Understanding Win-Win Dynamics



Date :

**Creating win-win situations is a key skill for any salesperson who wants to build long-term customer relationships and generate repeat business. But how can you achieve this without compromising your own interests, goals, and value proposition?**

**1.** In your own words, explain what a win-win situation is AND why it's important in Sales.

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**2.** Based on the product/service you are trying to sell, what are 3 examples of potential value propositions that you can clearly communicate and articulate the advantages to the customer (or employer) and how it will benefit them.

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b. 

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c. 

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3. Besides Price, what are 3 other aspects of your business that you can use as a selling feature during negotiations with a potential customer, and how will you validate your claims (evidence)?

a. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

c. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. List 3 benefits to creating Long-Term relationships over Short-Term, transactional relationships.

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_

5. Based on your current interactions, list 3 ways you can actively receive feedback on improving your skills to become an expert in your industry.

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_

6. How do you think the 3 methods of obtaining feedback (see above) will improve your skill sets to maintain and increase new business?

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7. Write down a previous experience where you successfully created a win-win arrangement and how you celebrated that achievement. If you didn't celebrate it, how would you have liked to acknowledge the accomplishment and share your appreciation with others?

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8. Based on your product & service, what are 5 potential compromises between your company and the customer would you suggest in order to lock in the sale?

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b. 

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c. 

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d. 

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e. 

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