

# The Art of Negotiation

{ Brad Freyer



## The Art of Negotiation

### **Negotiating Challenges**

- ⌘ Who are you negotiating with and what do they look like?
- ⌘ Are they really looking for a win/win?

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Why do we dread negotiating?



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You can't use the Three Step Plan  
without having leverage.

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## 8 Points of Leverage:

### 1. Belief

- ⌘ What is the typical belief among salespeople about the biggest obstacle to someone buying your product or service?
- ⌘ What do buyers want you to think?

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## 8 Points of Leverage:

### 2. Needs

- ⌘ The person at the greatest need is at the disadvantage
  - ⌘ How many deals do you have in the pipeline?
- ⌘ Increase your leverage by:
  - ⌘ Making solution unique
  - ⌘ Increase perceived value
  - ⌘ Broaden political base

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## 8 Points of Leverage:

### 3. Emotions

- ↳ Can be an advantage or disadvantage
  - ⌘ Why don't doctors operate on their own families?
  
- ↳ Increase leverage by:
  - ⌘ Be detached – have a plan
  - ⌘ Overcome need to be right
  - ⌘ Use their emotions to your advantage

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## 8 Points of Leverage:

### 4. Time

- ↳ Is an asset or a liability “Who has the most to lose if there is no deal?”
  
- ↳ Putting time on your side
  - ⌘ Stop trying to get deals in sooner by discounting
  - ⌘ Set the tone early about price
  - ⌘ Be and act financially independent
  - ⌘ Co-build a plan with your prospect (use time line)
  - ⌘ Understand the cost of delay
  - ⌘ Work politics early
  - ⌘ Negotiate at the right time (first in, last out)

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## 8 Points of Leverage:

### 5. Relationships

- ⌘ Have you ever been told you were a better technical fit but lost the order due to political reasons?
- ⌘ Selling to “Seemore”
- ⌘ Why don’t most salespeople call at the top?
  - ⌘ Fear, discomfort, their “mother”

**“If you want big paychecks, solve big problems.”**

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## 8 Points of Leverage:

### 6. Understanding

- ⌘ “We don’t see things as they are, we see them as we are”
- ⌘ Increase leverage by:
  - ⌘ Give options, not discounts
  - ⌘ Understand your prospect better
  - ⌘ Understand the best interest vs. the current position
  - ⌘ Get expectations on the table early
  - ⌘ Information is power

**“A good deal is a perceived good deal.”**

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## 8 Points of Leverage:

### 7. Ownership

- ⌘ Which stock is harder to sell?
  - ⌘ (\$ 15 going up to \$ 25) or (\$ 15 going down to \$ 5)
- ⌘ Increase leverage by:
  - ⌘ Co-building a plan with your buyer- ask for his/her vision of the perfect solution.
  - ⌘ This gives ownership to them

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## 8 Points of Leverage:

### 8. Skill

- ⌘ Buyer's practice getting concessions from salespeople
- ⌘ Salespeople who have not been trained may as well play golf against Tiger Woods for money

**"Focus on becoming a player."**

# The Art of Negotiation

## Three Step Mobile Defense Plan:

1. Give them nothing except stroke and assurance
2. Give nothing but sweat and struggle
3. Drop the price but not without a concession

## Questions?

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