The Art of Negotiation

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Sandler Training
Finding Power In Reinforcement

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?
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?

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
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

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.”

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."
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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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