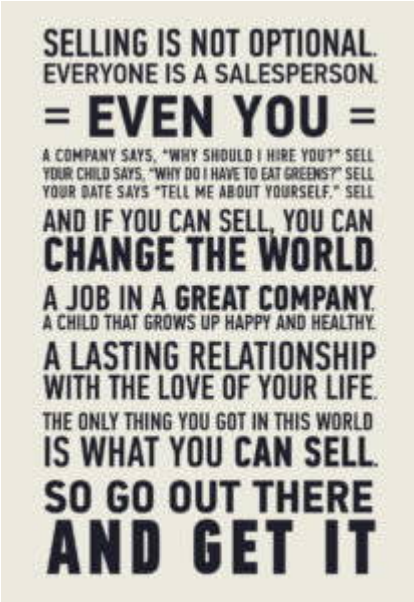


Negotiation is a form of Selling True or False?

We all know that Negotiation is a form of selling, and our ultimate goal is that everybody wins. Impossible, right? Maybe not. In my book Selling is Not Optional- How to Master the most important skill in business and life I devote a whole chapter to negotiation.

Mutual Success

In the chapter I stress the goal of mutual success for both the buyer and seller. Often, we think negotiations can only succeed one way: we present the product, say all the right things, and get the client really excited about buying. Then we ask for the business and they jump across the desk and hug us, saying, “You saved my life.” Right?

It simply doesn’t happen that way.

What’s your fear?

Often, salespeople don’t even ask for the business for fear of rejection. They are afraid to hear, “No, not at the moment,” or, “I want to negotiate.”

As we have seen from other chapters in the book , mindset makes a difference; you have to

be open to the next step. Often, after someone does decide to purchase, they still want to parry a little. People feel it is a bit of a game.

We are all in the game of negotiation. I left the house this morning negotiating with my wife about a couple of things. We negotiate with our partners and our fellow workers, and I can tell you as a parent of teenagers, we negotiate with our children.

Salespeople should avoid cultivating a closed mindset around bargaining. Negotiations are just a form of communication. Consider how negotiations can get you closer to finding a mutually beneficial solution.

A Beautiful Mindset.

Think of the John Nash story, told in the movie *A Beautiful Mind*. Nash, an American mathematician, proved that when you cooperate, everybody wins, and wins bigger. Game theory demonstrates that cooperation can increase each player's ultimate reward. Having a collaborative mindset is actually the key to successful negotiation.

Here are some takeaways from my book on the subject of negotiation. (link)

Plan your negotiation approach. Have a checklist. Don't forget your agreement.
There are often only a few standard areas of concerns for your clients.
Keep your sense of humour.
A new signature, please on all emails from this week.

PLUS: WHENEVER YOU'RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.1. Want to become a Sales Mindset Blueprint Member. Every month you get access to an exclusive coaching session with me as well as full access to my sales programme. Get the deets here.
Try the new '7 Days to Sales Success' framework.Make more sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales

Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.

Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up to date sales ideas.Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

Work with me one-on-one.If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.

Good Selling

Mike Brunel