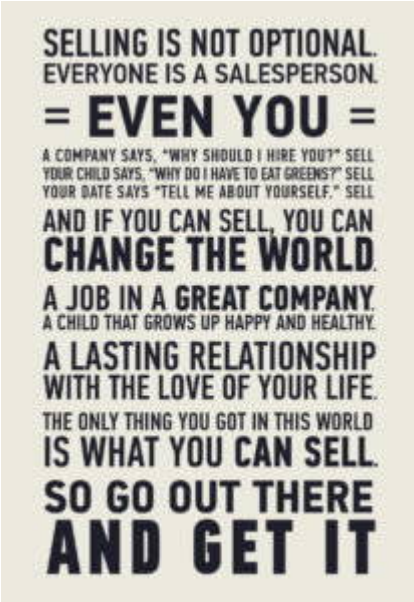


Negotiation is a form of Selling True or False?

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.
For additional tips on selling your product or service go to mikebrunel.com. Look forward to seeing you soon.

Good Selling

Mike Brunel