

NEGOTIATING SKILLS

David Jackson

THE SKILLS OF THE MASTER NEGOTIATOR

Being a good negotiator is your key to success both in business and in life...

Jim Rohn, once said, "Don't wish it was easier, wish you were better: Don't wish for less problems, wish for more skills. Don't wish for less challenges, wish for more wisdom".

These words are particularly relevant when applied to the art of successful negotiation. Here are some tips to help you negotiate like the Masters:

Key 1: Be mentally prepared

Mental preparation for the negotiation is paramount. This is your first key to a successful result. Your attitude is both transparent and infectious. Make sure you have visualised a positive outcome. So often in life, we get what we know we are going to get. Be positive. Expect a winning result and you are well on the way to getting it.

Key 2: Have a plan

Whether you spend considerable time in your office going through all the available options or doing mental rehearsals on how you will handle your client, this time is crucial to a good result. Some people I know do their planning over a cup of coffee before going to meet the client however, one thing is common with all master negotiators - they plan.

Success or failure is usually determined on the drawing board. You must have a rehearsed strategy to get the result you want.

Key 3: Information gathering

The third key skill, is your ability to gather information. Your client has all the answers you need for all your questions. All you have to do is ask. Ask in a way that is non-confrontational and will make your client want to assist you.

Negotiation, after all, is not something you do to someone. It is a partnering exercise - you must share information to get a result. This information gathering can be done during the planning stage or face to face. The more information you have, the more effectively you can negotiate. Phrases like "Let me make a note of that", are so pleasing for the customer to hear because they then know you are listening and caring for their needs.

Key 4: "NO" means not yet!

Watching my children grow up gave me the clue to this. Have you ever noticed the reaction children have when you tell them, 'no'? What does 'no' mean to a child? In most cases children believe that 'no' just means 'not yet'.

As professional negotiators we have got to emulate this trait and understand that when a client tells us 'no', they are only telling us 'not yet'. It is then up to us to supply alternate proposals.

Key 5: Be flexible

Anyone going into a negotiation with a rigid mindset of non-negotiable terms is doomed. We must be flexible and in our planning phase and always put into a negotiation a couple of things that can be pulled out without affecting the result we want. It's always good to ask for a little more than you need so you have flexibility.

By doing this, you can trade off some things with your client and let them feel like a winner. Everyone likes to feel they have had some victories.

Key 6: Do it in little bits

Don't give away too much too soon. The old Aussie habit of splitting everything down the middle is a lousy way of negotiating.

A rule we practice is - if you want to give money away, do it in little bits but lots of times. Your clients want to win. They want to feel good about the negotiating process. Often, in an attempt to get the business, we cut our margins to get a quick sale. Poor preparation - poor technique! Sell your product or service for all its worth.

Be proud of the price you are charging. If you must concede on price, do it in little bits, lots of times.

Key 7: The customer wins, too

Think before you speak! So often we respond to the client before giving the proposal full consideration - both from their perspective and ours. It's always best to hasten slowly. So much business is lost because we didn't spend the time necessary to come up with the best solution.

It is always best to write up a list of all the concerns and once completed,

go through and handle each one until agreement is made. Too much business is lost by responding too quickly to a customer's concerns. Hear them out and eventually, they may dismiss the concerns as being too minor to worry about.

Key 8: Be sensitive

Sometimes it's good to halt negotiations and re-schedule a time to start again, ie "I'll have to get back to you on this".

Calling for time-out is a successful strategy, especially if you are out of your depth. On the other hand, you may not wish to re-schedule. You may even suggest a telephone call to your office.

A break in intense negotiations is usually welcomed by both parties.

Key 9: Co-operation

The old adage - someone has to win - is no longer relevant. It implies for there to be a winner, there must be a loser. Today, everyone can win in a successful negotiation process. I've always tried to leave my ego outside the office door when negotiating. I want the client to feel like a winner when negotiating with me.

Key 10: Ask for the business

These four words hold many of us back from negotiating successful outcomes. You must believe the person you negotiating with wants to buy. If they didn't want to buy, they would end the negotiation. So, do what they expect us to do - ask for the business.

If you get a NO - so what? We now know that, NO simply means not yet. Great! Keep going. Offer another proposal.

Follow these ten keys and you are well on your way to achieving the results you deserve as a Master Negotiator!

David Jackson CSP is known as the "Sales Doctor". He has produced more than 20 Human Empowerment videos and two books. As a professional speaker, David inspires his audiences to become the best they can be! He is a true Sales Master.

David Jackson CSP – Speaker/Trainer/Author

Ph: (02) 9700 9333 or 1300 008 880 Email: davidj@thesalesmasters.com Web: www.thesalesmasters.com
Level 3, 30-40 Harcourt Parade, Rosebery NSW 2018



don't blame them... TRAIN THEM!

PROFILE

DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

David Jackson CSP – Speaker/Trainer/Author

Ph: (02) 9700 9333 or 1300 008 880 **Email:** davidj@thesalesmasters.com **Web:** www.thesalesmasters.com
Level 3, 30-40 Harcourt Parade, Rosebery NSW 2018



don't blame them... TRAIN THEM!