

Surefire Sales & Negotiating

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BE A PARTNER

Talk less, listen more.
Discover what is important to customer personally.
Ask customers for feedback.
Understand & anticipate customer needs and problems.
Be a partner. Be a resource. Collaborate and strategize.
Share news, data & ideas to improve performance.

STAY ON TOP OF YOUR GAME

Set goals.
Constantly prospect for new business.
Public speaking to appropriate groups.
Network. Cold Call. Meet new people.
Send press releases to local newspapers.
Reprint articles; send to clients and prospects.
Pass out business cards.
Stay alert to your competitors' weaknesses.

TALK TO THE RIGHT PERSON

Make sure you are dealing with the decision maker.
Pay attention to those who influence buying decisions.
Get influencers in the organization to sell for you.

MAINTAIN THE RIGHT ATTITUDE

Be persistent—not pushy.
Cross sell and up sell when it is in customers' best interest.
Learn to close—ask for the order.
Ask for referrals.
Don't dismiss a prospect who has said 'no.'
Don't bad-mouth the competition.

LIFELONG LEARNING

Establish yourself as an expert.
Know what you're selling inside and out.
Network with other salespeople to learn.
Stay up on literature in field.

HUMAN NATURE

Acceptance, time, repetition and logic win the day.
Understanding facilitates increased trust & cooperation.
Tie easier issues to more troublesome ones to expedite process.
The more change of opinion you ask for, the more you tend to get.
Present both sides of an issue for best results.
Good news and bad news? Send positive news first.
Negotiating pros and cons? Give your viewpoint of choice last.

WIN-WIN NEGOTIATING STRATEGIES

Understand both sides before entering into negotiation.
Set your limits before the negotiation starts.
Listen to the other side to find out how to make the deal.
Find areas of mutual benefit and conflict.
Start talks with easy-to-settle issues.
Make a concession, get a concession.
Get what you want by helping the other side get what it wants.
Create deals that last & opportunity for future deals.
Show patience, persistence, physical stamina and resilience.
Don't let short term thinking ruin long-term relationships.
Show perceived value/benefits of what you want.
Identify real interests and needs behind positions.
Modify or adjust demands to revitalize negotiations.
Explicitly state and summarize activities & conclusions.



The Last Word

Other Representative Topics:

Improving Interpersonal Communication; Understanding Intercultural Communication; Top Notch Customer Service;
Leadership & Communication in the Workplace; Creating Winning Advertising & PR Campaigns;
Communicology: Communication for Healthcare Professionals; Red, White & Blue: The Spirit of America

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