

Negotiating To Win

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Selling

“Is about creating an environment where an act of faith can take place.”

Your goal

“To leave the other person feeling like they have won.”

Customer Loyalty

53% of customer loyalty is attributed to the customer's buying experience,

19% Company and brand impact

19% Product and service delivery

9% Value to price ratio

- CEB study of 5000 people by The Corporate Executive Board

How often do you negotiate with clients/customers?

- a) Less than 10% of the time?
- b) 10% to 50% of the time?
- c) 51% to 80% of the time?
- d) More than 80% of the time?

Negotiations Pays

One of the highest paying skills one has in their tool kit.

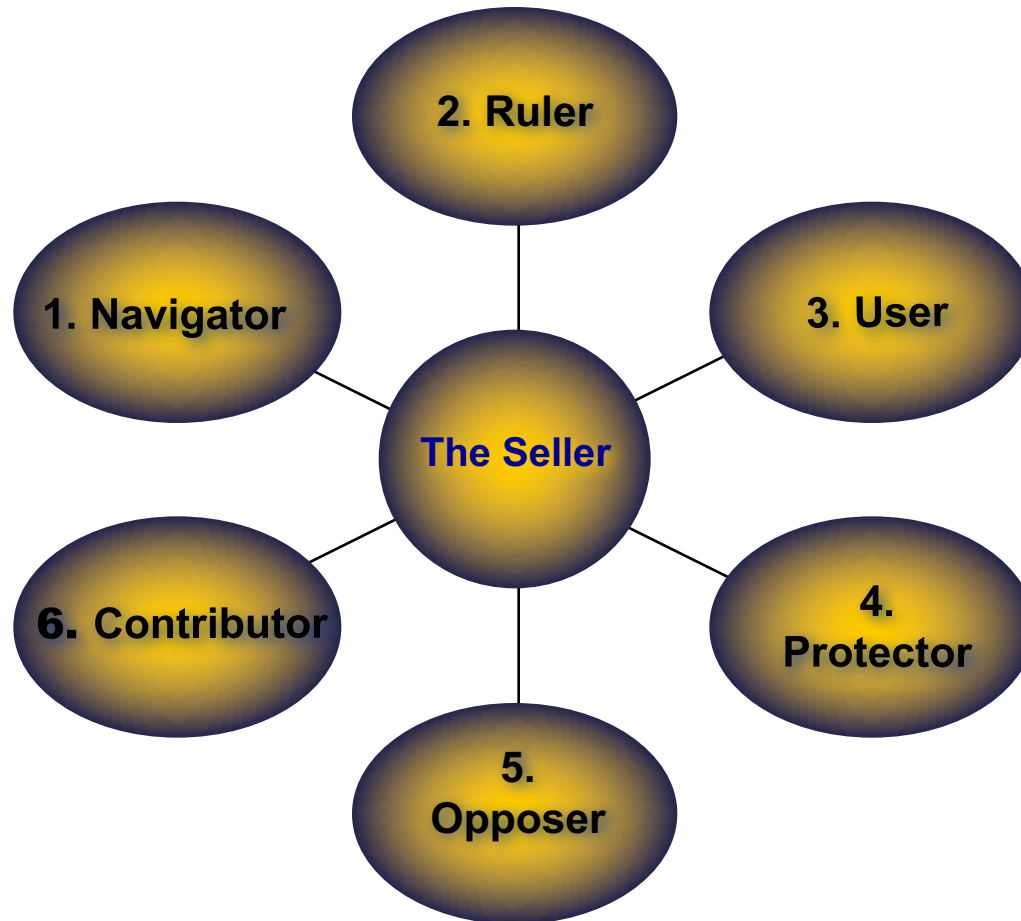
8 Key Ingredients of Principle Based Negotiations

1. Prepare
2. Set your terms
3. Focus on interests
4. Center Yourself
5. Build a positive 3rd space
6. Have a questioning process
7. Listen
8. Build a compelling outcome

Preparation

1. Identify what you will accept
2. Know your alternative route
3. Research – multiple sources and people
4. Brainstorm possible objections and know the answer
5. Create a list of concessions that can be "given" during the negotiation to use as bargaining tools.

The Power Player Network



Key Goal

Know how you will sell your unfair advantage. Different outperforms better.

Set Your Terms

- Agenda
- Location?
- Timing?
- Mediums?
- Who's attending?
- How?
- Mediators or 3rd parties?









There are almost always multiple positions to satisfy a set of interests

Position **Interests** - - - - ->



Power: Is the ability to take action

The more options the more *power*

Center Yourself

“What ever direction your opponent is coming from help them on their way.”

– Fred Shadian

Tricks and Smoke Screens

- Minimum concession
- Personal attacks
- Authority switch
- Discounts on a promise
- Flinching
- OMG, What?!?
- You're too expensive

Tips

- Goodwill only lasts for about 3 minutes
- Focus on what they value and use it to influence them
- Find out what scares them earlier on
- Give bad news on Monday and good news on Friday

Build a positive 3rd Space

- Personal Appearance
- Non-verbal cues and body language
- Physical settings

“I’ve heard
many people
talk their way
out of a sale
but I have
heard very
few listen
their way out
of a sale.”

-Zig Ziglar-



Most people don't listen,
they just wait
for their turn to talk.

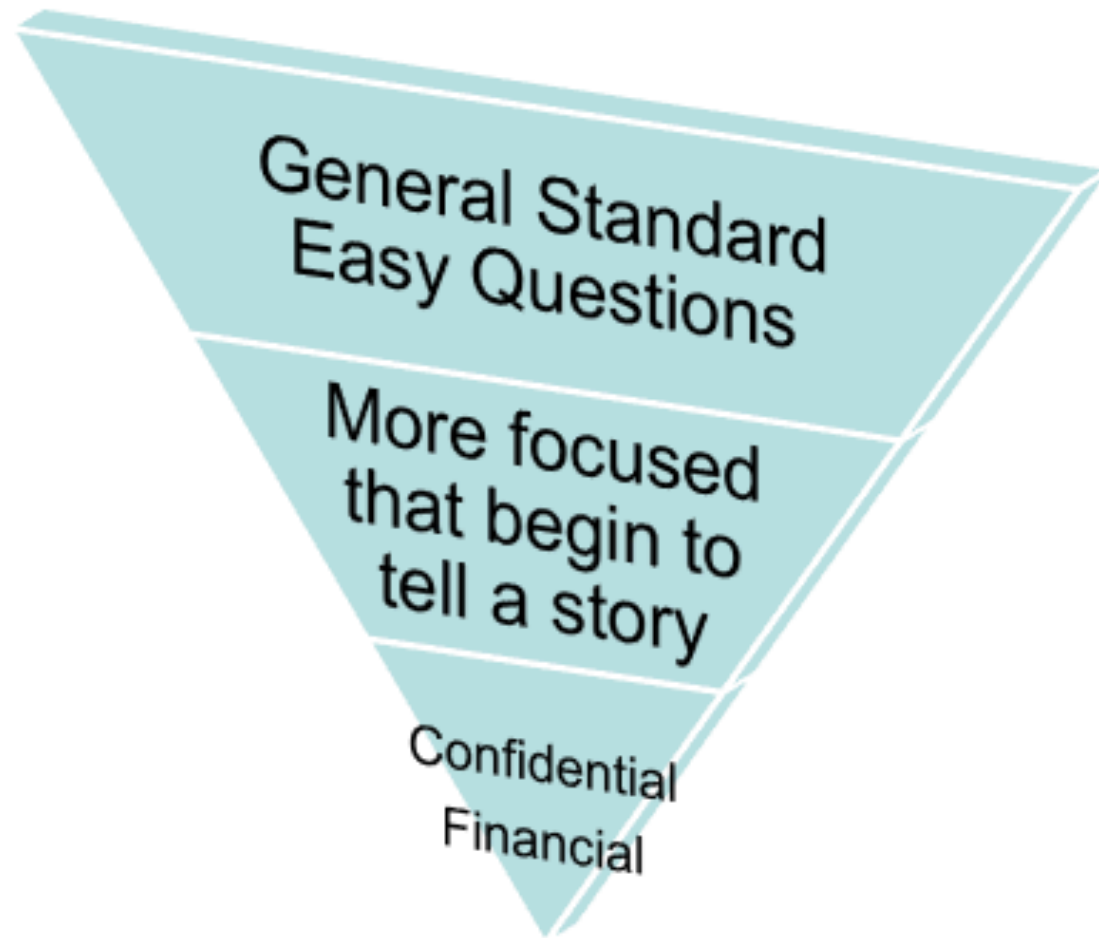
70/30 Selling



20 % of your questions provide vital information,
80% build rapport and lead the customer.



Needs Analysis Funnel



Key Transition Questions

1. “Have I missed anything?”
2. “Do you have any questions for me?”
3. “Based upon what you have shared with me, would you mind if I shared with you some insights on how I think we may be able to work together?” (transition into teaching and positioning)

“People decide on your trustworthiness in a tenth of a second. ”

- University of Princeton, study on first impressions

Effectiveness Levels of the Various Aspects of Communication

7% is in the **words**

23% is in the **Tone of Voice**

35% is in the **Facial Expression**

35% is in the **Body Language**

Ways We Can Mirror for Improved Rapport

- Eye movements
- Gestures and posture
- Breathing rates
- Tonality
- Flow and pace of language
- Tempo, tone and format of written communications

“People like to do business and socialize with people who are much like them”

Build an ultimate outcome

1. Tell a fully associated story.
2. Contrast it with your alternative route
3. Say in their words
4. Say it in the **context of their interests focusing on your unfair or unique advantage.**

Summary

- We are negotiating all the time
- Focus on interests
- Have an alternative route
- This is a process not an event
- It' s all about awareness and preparation

Lets Connect!

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