

Sales Negotiation One-Sheet

Goal:

- Identify specific scenario that represents best case..
- Set an optimistic but reasonable goal and define it clearly..
- Write it down..
- Discuss your goal with a colleague (creates commitment and consistency)..
- Carry the written goal into the negotiation..

Summary:

- A couple of sentences about the known facts that have led up to the negotiation.. Intended to produce a *that's right* response..

3-5 Audit Questions:

- It seems like _____ is valuable to you.
- It seems like you don't like _____
- It seems like you value _____
- It seems like _____ makes it easier.
- It seems like you're reluctant to _____

Questions to Reveal Value and Overcome Potential Deal Killers:

For your counterpart:

- *What are we trying to accomplish?*
- *How is that worthwhile?*
- *What's the core issue here?*
- *How does that affect things?*
- *How does this fit into what the objective is?*

To identify behind-the-table deal killers:

- *How does this affect the rest of your team?*
- *How on board are the people not on this call?*
- *What do your colleagues see as their main challenges in this area?*

To identify and diffuse deal-killing issues:

- *What are we up against here?*
- *What is the biggest challenge you face?*
- *How does making a deal with us affect things?*
- *What happens if you do nothing?*
- *What does doing nothing cost you?*
- *How does making this deal resonate with what your company prides itself on?*

Follow Up After They Answer Your Calibrated Question:

- *It seems like _____ is important.*
- *It seems you feel like my company is in a unique position to _____*
- *It seems you are worried that _____*
- _____
- _____

Low cost- High perceived value:

List low cost-high perceived value items you possessed that would be valuable to you customer

What could they give you that would make you give this for free?