

# The Sales negotiation checklist

Preparation increases your chance of success, whether in combat, sports, or negotiations. The well-prepared negotiator knows the playing field and the players, is seldom surprised, and can promptly capitalize on opportunities.



The most successful sales negotiations begin early in the sales process/customer relationship and are executed with two key insights. First, effective negotiation is about finding solutions for BOTH parties, and NOT about winning or losing. Second, the manner in which you negotiate will have profound implications on the long-term health of the customer relationship and your long-term profitability at the account.

Always keep sight of the customer's self-interest, because this is what will drive his or her decisions. This thought process will better prepare you to align your goals with your customer's goals and also provide context when sales negotiations begin, and the customer articulates demands. Effective negotiations are about more than the deal at hand. Every negotiation becomes part of the landscape and your history with the customer.



Establish your walk away point and the margins necessary for you to make a deal. At the very core of effective negotiation is insight – understanding not only what is important, but what is MOST important to the individual(s) on the other side of the table, and what is MOST important to you.

One cannot overstate the importance of a skilful and thorough exploratory process to uncover all of the customer's needs and motivations. This will prevent you being blind-sided by unknown factors and unanticipated requests ("Oh, by the way...") that can quickly throw your fair and balanced solution completely out of balance.