

# **Negotiating, Doing Business & Selling At The Top**

Profit School

*Average sales people:* CLOSE SALES

*Business people & top class  
wealthy sales people:* Do Business  
(Superior SELLING) & Negotiate

# Differences

## Lower Level Selling

- Average salesmen
- Seen as inferior adversary
- Pressure selling/closing
- FOCUS: I need this deal. I need the money. All about me.

## Superior Selling

- Business person
- Seen as equal associate
- Vision-based Collaboration Selling
- FOCUS: Help the client see & decide that doing business with me is the best thing they can do to advance their own interests. All about them.

# Clarity of Impact

## Lower Level

- I'm very clear why this sale is good for me and I'm ready to present and push them for a close.

## Superior

- I'm very clear why this product/service and the long term relationship with me is good for them and I have the right questions to help them clarify their vision and come to one conclusion - that doing business with me is the best thing they can do today.

A true decision to buy is an  
EMOTIONAL decision based on a  
VISION that can be justified by  
LOGIC.

No VISION, no DECISION.

Everybody wants to close the sale. You want to close the sale. Your manager wants you to close the sale. Your manager's boss wants you to close the sale. Your CEO wants you to close the sale. Your accounting department wants you to close the sale.

Everybody wants you to close the sale - *except the customer*. They don't want to be closed, and they hate salespeople that try to close. Customers want to buy. You know my mantra: ***People don't like to be sold, but they love to buy.***

**Jeffrey Gitomer**

# Superior Selling Structure

1. Pain
2. Agitate
3. Solve

# Superior Selling Principles

1. You must never be NEEDY (yes you want the deal but never be needy).
2. Your NEEDINESS is your greatest weakness in business negotiations. You lose control & make bad decisions.
3. You must FOCUS ON & HIGHLIGHT the genuine need of your prospect (they are needy – not you)
4. Give them a right to say NO (to veto) right from the beginning
5. Never be desperate & put pressure to close (this betrays your neediness).
6. Never be desperate to hear YES. Don't get too excited by an early YES – instead challenge it. It can induce your need. It can be very dangerous.
7. Never leave a meeting with a MAYBE. MAYBE is worthless.
8. Some of the best deals start with No. Only YES & NO are real decisions, MAYBE is not a decision. NO creates clarity, whoever says NO needs to own their decision and give a valid explanation when it is requested. NO is the start of a real negotiation – not the end.
9. Fear of rejection is nothing but a sign of neediness. Deal with it fast and eliminate all neediness. Your prospect has no power to reject you, cause you have no need.
10. Never have a need to be liked, sound smart or self-important. Focus on being effective and business-like
11. Trying to compromise too much is a sign of neediness.
12. Rushing to close is a sign of neediness. When they see their own need they'll rush to close.

# Superior Selling Process

# Before The Meeting

1. Have a valid **Mission** – to help them see and decide that you are the help they need. (Going to close the deal – not a valid mission because you have no control in their decision)
2. Have a well prepared **script** of your message – Practise, practise, practise!
3. Have a list of **questions** to Uncover Pain & Create Vision
4. Lay out the **Agenda**

# The Meeting Checklist

1. Agenda – give them a right to veto
2. Uncover Pain & Vision
3. Agitate & Nurture
4. Uncover Urgency
5. Uncover Budget
6. Uncover Decision Process
7. Collaborative Vision Creation
8. Next Step

# Agenda

- “Mary I’m not sure if what I have in mind/ want to show you is something that can help you. And if you find that it doesn’t, please feel free to say NO. Is that fair?”
- Before I go into it do you mind if I ask you a few questions?”
- When you give people a right to veto, you make them relax. They know you are not some pushy sales person trying to force them to buy stuff they don’t need
- Remember: All questions must be asked in a nurturing way!!!

# Uncover Pain & Vision

- “If we were here a year from now, what would have had happened between now and then for you to feel totally thrilled by the progress of this department/company?”
- This question helps them discover their own vision.
- As you listen: look for needs that can be emotional or painfully urgent; existing or future agony
- Then ask more questions to uncover more

# Agitate & Nurture

- Be nurturing and compliment their vision
- Focus on the potentially painful needs
- In a kind and nurturing way put a spotlight on it and magnify these potential pains
- “It sounds to me like you will need to make sure that ABC, DEF, and XYZ are taken care of, before Vision G is achieved.”
- Then ask, “So who do you have in your corner helping you ensure that the XYZ situation is taken care of?”

# Uncover Urgency

- “Sifiso, based on what you have told me, would I be mistaken if I said that time is of the essence in fixing the XYZ situation?”

# Uncover Budget

- “Sifiso, would you mind if we talk about money?”
- Sifiso: Sure, go ahead. Or What about money?
- “Assuming for a moment that we can help you with the XYZ situation, are you currently budgeted for it?”

# Uncover Decision Process

- “What’s your procurement process when it comes to purchasing XYZ? Are there other people involved in the decision process or is it just you?”

# Collaborative Vision Creation

- Now explain to him how you can assist him and focus on benefits he will get as a result of your help. (Some people call it a presentation)
- Get him involved in the discussion and ask him questions – remember we are trying to help him! It's not about YOU!
- Then conclude by summing up that you can do ABC for him, by this date at this price. Then ask, "So what would you like to do, My Zuma?"
- SHUT UP!!

- If he says Yes he wants the deal, give him another opportunity to veto
- “Mr Zuma, I appreciate that we are doing business and I thank you for the order. You are comfortable with this decision, correct?”
- Mr Zuma: Yes.
- “If you have any second thoughts or are uncomfortable, I would appreciate that we discuss it now. It’s still OK to say ‘no’ or change your mind.”
- Mr. Zuma: When I make a commitment, I keep it!

# Next Step

- After the decision is made – whatever the decision – please agree on all the details of the next step.
- Next meeting, phone call, delivery, contract, email, where, when, by whom, etc.
- Before you leave confirm every single detail of the next step.

# Thank you

1. You can use this as your guide before every meeting
2. After a meeting – use it to review your meeting
3. Most importantly – learn to master this by heart!