

Sales Negotiation Skills

Positive Impact

Positive sales negotiation skills are a certain key to success. The professional salesperson is product savvy, financially astute and works his or her negotiation strategy with finesse. Is that you? Are you closing your deals? Are customers “smiling” after they have signed your paperwork? Are they excited to be working with you and your organization? If not, then it’s probably time to revisit exactly how you are negotiating your product or service. Are you a positive or negative negotiator? While both styles may take you to the same place, the finish line, it’s the positive negotiator who keeps the real prize in the end.

What’s the Difference?

Negotiation means getting to a place of agreement by an exchange of ideas or a discussion between two parties. (Negotiation can begin BEFORE you even meet your prospect.) A negative negotiator uses negative influences to bring about the desired result. Positive negotiation is using positive influences in your discussions and meetings. It may sound black and white but it can often get a little gray. In our zeal and passion to “win the game,” sometimes we can come up with some shocking methods to close a deal!

The Negative Negotiator

Often the negative negotiator is the salesperson **who isn’t always honest**. They might bend the truth a little about their product, service and even about themselves. Sometimes they bend the truth – A LOT! While some car dealerships or sales companies may not mind a little scurrying of the sand, it’s a real negative and in the long run – can be fatal to a sales career. **Negative negotiation strategies could stop you from receiving referral business, repeat business and often, will give you a bad name.**

The greatest negative force sales people can use as a "motivating" factor is fear. For instance, let’s say you are selling cars and your potential buyer is also considering one from your competitor’s lot. The skilled negotiator can tap into real positives to further the sale by understanding exactly what features the buyer is interested in and highlighting them. Let’s say the buyer is concerned about safety. Highlighting all the safety features of your car will further the sale, talking about the competitors as if it’s a death trap will kill your deal. In today’s economy, people are exhausted from negative words and thoughts. And, the human mind simply does not process the word, “not”, very well. Don’t present your negotiations with lots of “nots” and negatives. It will work against you!

Positive Sales Negotiation Skills

The title positive negotiator may be a bit misleading. You certainly don't have to be all sunshine, all the time. It simply means your negotiation strategy is one that focuses on the positive factors by accentuating all the good things your product has to offer. Potential buyers trust the positive salesperson and they want to work with someone who is genuine and kind in thought and word. Maybe your product is not as superior, but you are! The technique is marked with genuine excitement concerning your brand, your organization and YOU! Offers and re-offers are always made with a positive reference to the product or service.

The Line Between the Two

It's easy to get desperate when it's the twelfth hour of a deal. It's certainly frustrating at times to get to the place where you can finalize it and move forward. And let's face it sometimes the line between the negative and positive negotiation can get a little fuzzy. Using positive strategies will take a little work. Our minds natural inclination is to focus on the negatives. But with some sales negotiation training you can do it!