
NEGOTIATING TACTICS

YOUR SALES TEAM

NEEDS TO WIN

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TACTICS

An action or strategy carefully planned to achieve a specific end

THE FLINCH

Presenting a negative
Reaction to the other
Party's position.





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Presenting a negative
Reaction to the other
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THE SQUEEZE

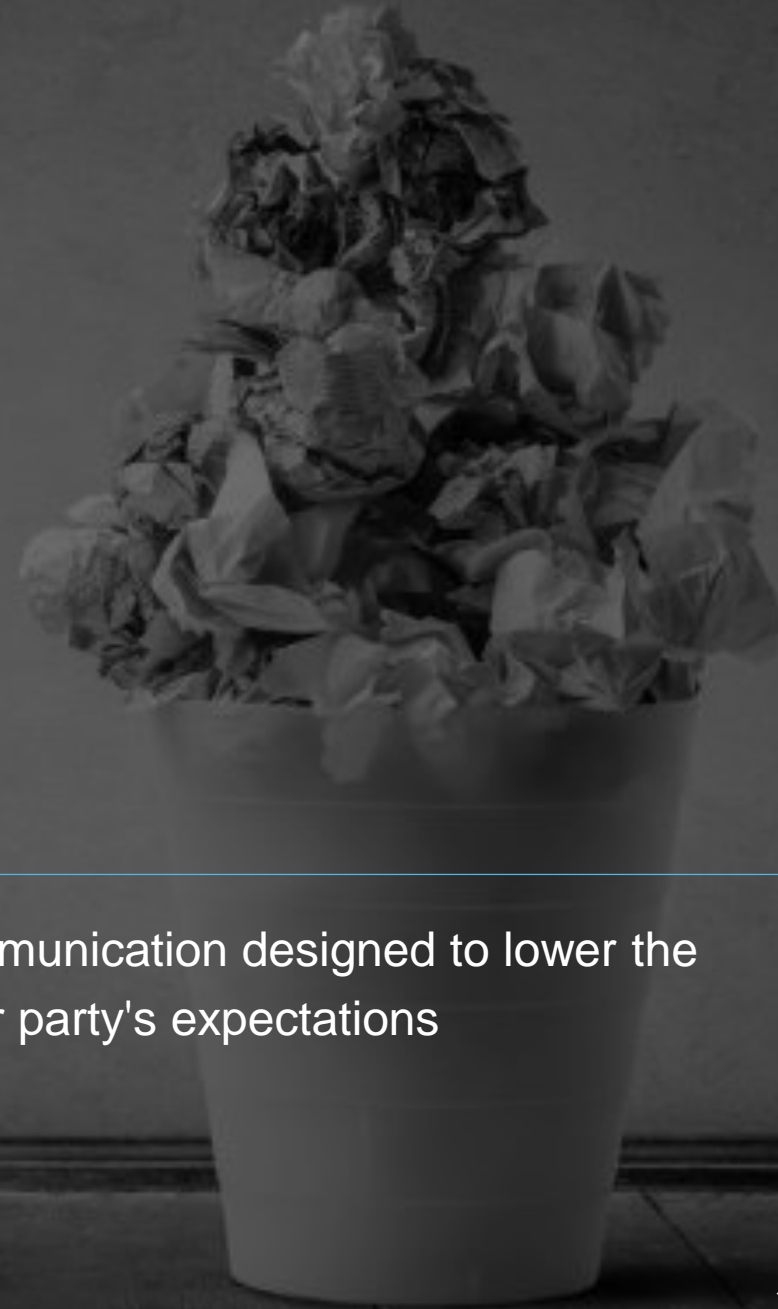
A statement that targets the other party's insecurity about their position. "You've got to do better than that."

A grayscale background image of a business meeting. Two men in suits are seated at a table, facing each other. The man on the left is resting his chin on his hand, looking thoughtful. The man on the right is holding a laptop and looking towards the other man. The overall tone is professional and serious.

DON'T SAY *'WHERE DO YOU NEED US TO BE?'*

Where do you need us to be communicates flexibility.
Instead, defend your position with a countermeasure.

THROWING JUNK



Communication designed to lower the
other party's expectations

COMPETITIVE LEVERAGE



A tactically delivered threat of doing
business elsewhere

DON'T TALK PRICE

Talk value to defend price



THE VALUE QUESTION

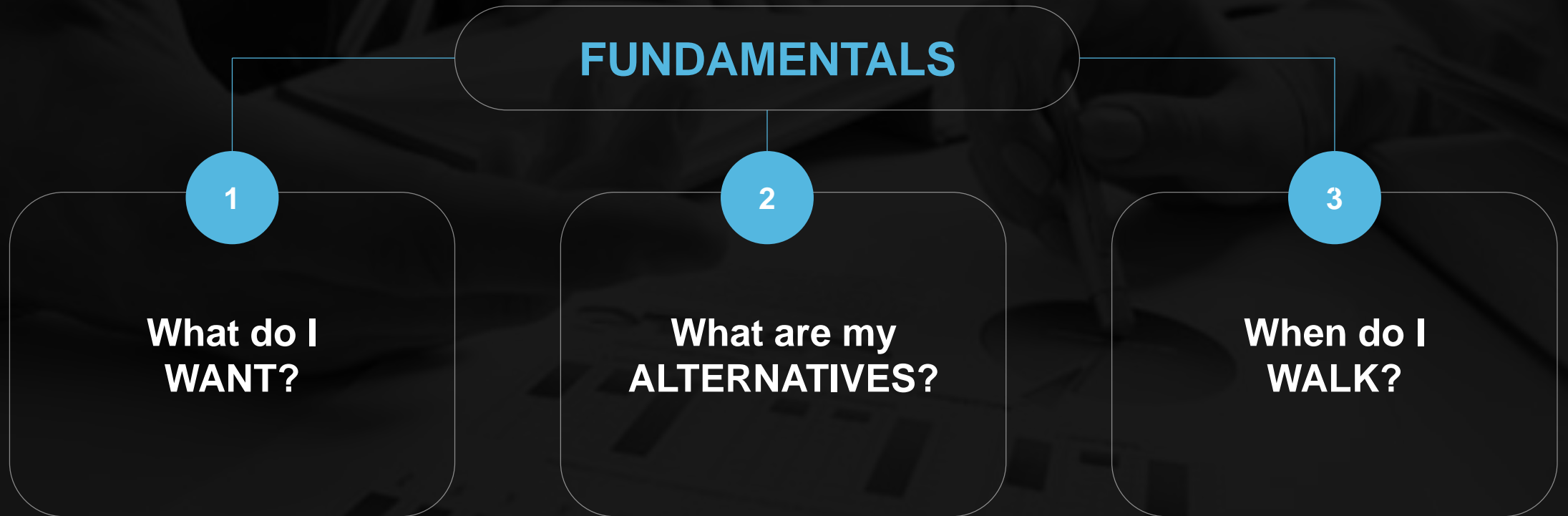
What limits the other party from using the competition in this situation?



SILENCE

Use silence to extract information
and/or additional concessions

PLANNING FOR NEGOTIATION



RESERVATION VALUE



YOUR 'BOTTOM LINE'

Deal or No Deal? **No Deal**

Your worst case scenario
The walkaway point

Take it or leave it. **Leave it**

WARNING



FOR MORE INFORMATION:

www.spasigma.com

YouTube – “Negotiation Master Class”

<https://youtu.be/IWBtwNx-QFA>

<http://bit.ly/YouTubeNMC>

For further information, contact
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QUESTIONS?

COMMENTS? OBSERVATIONS?

