

# The Power to Negotiate

## Overview

As professionals we must aim high and stop spending most of our time listening to why the client will not purchase. After all, **who has the power?** It is the person who thinks they have!

We must not let ourselves be classed together with all other competition. Instead we must encourage our client to feel that they are competing for our product/service. Commitment is a vital ingredient. We owe it to our organisation, to our goals and targets, to the negotiation process itself, and the buyer owes it to our product. **We must learn to "woo" our clients.** We do not desperately need them, but we want their business. The client is sensitive (albeit at a subconscious level) to what motivates us, and this can aid or hinder the buying process.

Our **ultimate goal is to achieve a long term relationship** in which the client turns to us to satisfy their business needs.

## Objectives

To understand the process and structure of decisions by negotiation

To identify the appropriate skills of negotiation and how to apply them

To improve our performance as a negotiator

**Of crucial importance is the distinction between negotiating and other forms of decision making; namely, that negotiation requires trading and not merely conceding.**

## Outline

- Do you have a bad case of below the line fear?
- What are you feeding your mind?
- If you aim higher do you come out better?
- Your sources of power
- Buyer tactics
- Are you aware of the buyer's satisfiers?
- The buyer's satisfiers
- Making concessions
- Making bargains
- Always ask for something in return
- Last minute hiccups
- How to negotiate a price increase
- Summary