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# How do you rate yourself when it comes to the four most common mistakes made by negotiators?

	1 = Poor	2 = Fair	3 = Good	4 = Very Good	5 = Excellent
Concede too much, too soon					
Don't plan effectively					
Respond poorly to adversarial tactics					
Don't understand what win-win really means					

**Write down several realistic aspirations for an upcoming (or recent) negotiation.**



1.

2.

3.

4.

**Your O2 Options –  
Write down several negotiation  
options and alternatives for  
yourself for a real negotiation.**



1.

2.

3.

4.

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**The Other Side's O2 Options –  
Write down several negotiation  
options and alternatives for the  
other side for a real negotiation.**



1.

2.

3.

4.

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## Four common mistakes made by average negotiators.



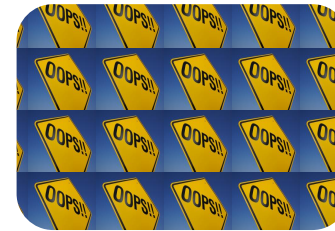
Concede too  
much, too  
soon



Don't plan  
effectively



Respond  
poorly to  
adversarial  
tactics



Don't  
understand  
what win-win  
really means

# What do the best sales negotiators do when planning for a negotiation?

Set and justify high and realistic aspirations

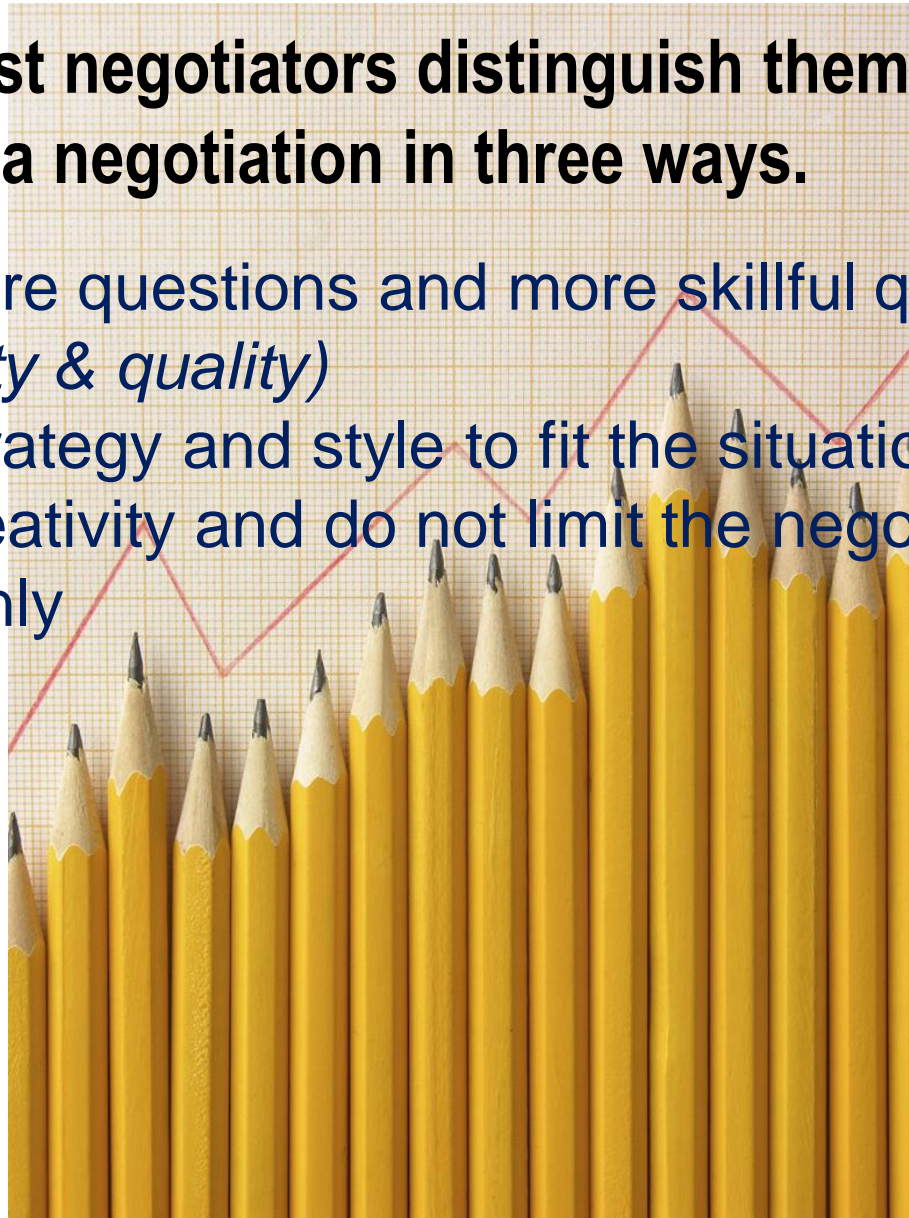
Assess the options and alternatives of both sides





## The best negotiators distinguish themselves during a negotiation in three ways.

1. Ask more questions and more skillful questions  
*(quantity & quality)*
2. Vary strategy and style to fit the situation and person
3. Use creativity and do not limit the negotiation to price only



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## Next steps & self-development

- Purchase and participate in STAR's four other Sales Negotiation Skills online modules
- Send your team to an in-person Sales Negotiation Skills Workshop taught by a STAR instructor
- Use STAR's 1-on-1 coaching service
- Purchase and participate in additional STAR online modules:
  - ❖ Key Account Management
  - ❖ Essential Selling Skills
  - ❖ Customer Service and Support

