



## THE MOST COMMON MISTAKE IS TO CONCEDE TOO MUCH, TOO SOON

### The Best Sales Negotiators Don't Make Three Common Mistakes

Average sales negotiators make the same mistakes repeatedly. Successful negotiators have learned through experience to eliminate or minimize the three mistakes shown on this page. If you can avoid making the mistakes listed below, you will reach better, and more profitable, agreements for your company.

1. **The most common mistake made by average sales negotiators is to concede too much, too soon.** If the customer uses adversarial tactics such as threats (*"We'll use someone else"*) or price-related pressure tactics (*"You've got to do better than that"*), an average negotiator will immediately make a concession. Since conceding too much, too soon, is the most common mistake made by average negotiators, today's training session will provide practical guidelines on getting and giving concessions.
2. **Average negotiators concede too readily on the price and don't consider other options.** If you limit your concessions to price only, you are haggling. Haggling is usually most advantageous to the customer. A common example is when a new prospective customer pressures you to reduce your price when you are trying to make an initial sale.

By contrast, the best sales negotiators are more creative and don't limit the negotiation to price only. They offer options and alternatives other than price. Much of today's training session will provide examples and guidelines on how to use non-price items instead of making price concessions. For example, you say something like, *"I can't go any lower on price but here's what we can do instead."*

3. **Average negotiators don't reach win-win agreements.** Average negotiators don't fully understand what it means to reach a win/win agreement. The customer wins when the salesperson concedes too much and too soon on price.

We define ***"win-win as an agreement that is mutually beneficial to both parties."*** By using the guidelines in today's workshop, you will increase the likelihood of reaching win-win agreements.