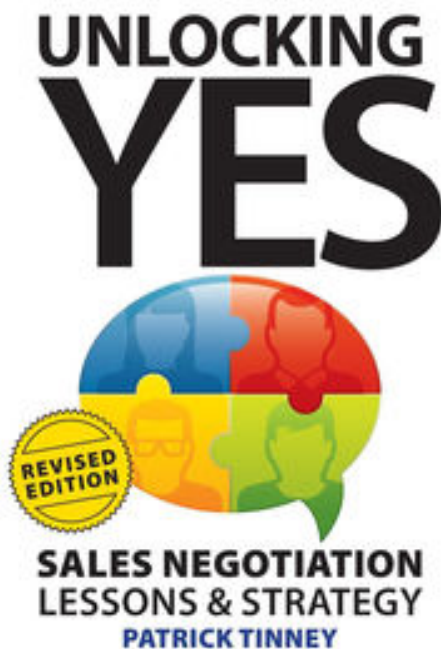


Download Online Boek Nederlands Unlocking Yes - Revised Edition - Patrick Tinney



Download online boek Nederlands Unlocking Yes - Revised Edition Patrick Tinney , Sales negotiation is eternally and constructively tied to consultative selling. So, we must always be very mindful of the power and strength of long-term, trusted, businesses relationships. Armor-piercing questions in their various forms must not be seen as anything other than a positive risk tool used to clarify our bargaining position and that of our negotiation partner.

Our personal brand and bargaining table image is nothing more than our personal set of perfectly repeatable promises at work. How we frame negotiations. How we prepare negotiations. How we conduct and manage stratagems.

After reading Unlocking Yes you will understand, sales negotiation is a craft comprised of philosophy, theory, and art. Sales negotiation on the ground and at the bargaining table is a game of elasticity. It is a plethora of plans and back-up plans (BATNA)* that lead you into a profitable bargaining

continuum.

Preparation cannot be understated. To be a truly great sales negotiator, you must be able to digest all known facts about any negotiation well enough to un-script in the heat of a bargaining exchange to elevate your cause and claim greater value. Your knowledge of strategy and your ability to shift strategy in the blink of an eye makes you a force to be reckoned with.

Remember, the world of sales negotiation is a fluid environment. You must continue to add new tools to your negotiation repertoire. Read, practice, and implement bravely.

Be creative. Offer great value. Make friends. Be true to yourself.

*Best Alternative to a Negotiated Agreement

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