
Rock Star Negotiators Learn to Face Fears

Most of us negotiate from the moment we wake until we close our eyes at night. Whether you are a seasoned negotiator or a rookie salesperson honing your skills, improving your negotiation skills is a wise investment in your future.

Translate the Hidden Language

SCENARIO: Throughout your sales presentation, the company owner kept nodding her head in agreement. Your gut told you she's ready to sign, close the sale. Go for it! You give her your assumptive favorite, "Ms. Danaher, we'll deliver the new digital press Tuesday if that works for you."

Her answer shocks you! "I'm not buying your equipment but that was a nice presentation. You've improved since last time. Keep up the good work."

What did you miss? She was nodding yes. Did you notice her eyes never held your gaze? Her arms remained folded across her chest throughout your entire pitch. Bet you also missed noting that her feet faced the office door, ready to run as soon as you finished.

You missed the body language signals. When you learn to accurately read body language, your sales and commissions will increase. In addition, you learn to read what others are *thinking*. Now that is real selling power!

Tools to Sell to the "Tough Guy"

Special situations require new selling techniques. What about the "Tough Guy" - the customer who gets angry and pounds on the desk no matter what you say.

You probably could benefit if you:

1. Implement enhanced listening techniques.
2. Take accurate notes throughout the negotiation.
3. Conduct advanced internet research regarding the client's wants and needs.
4. Understand why a change of venue and selling style may be powerful.
5. Remember that it's not personal.

New Techniques and Tools

All sales professionals cling to tried and true selling methods. Stepping out of your comfort zone can yield new and exciting results!

FearLess Negotiator

Mary A. Redmond
Speaker, Author, Consultant

When your customer says, "Everyone talks about good service, on time deliveries, competitive pricing and excellent quality work. How are you different?"

How will you respond? Do you know what the customer is really saying?

If you want to be a rock star negotiator, you need to know how to:

- Dig deeper
- Be brave
- Risk more rejection
- Face new fears

As Eleanor Roosevelt said, "You gain strength, courage and confidence by every experience in which you really stop to look fear in the face... You must do the thing you cannot do."

Take the challenge. Commit to excellence!

Mary A. Redmond

Mary A. Redmond, The FearLess Negotiator, works with business professionals who want to become stronger negotiators. After attending one of her workshops or coaching sessions, clients feel more confident in stressful business situation whether they need to close bigger and more complex sales, secure the perfect new job, ask for that well-deserved raise or improve communication with their colleagues, bosses or families.