



## 7 Habits of Successful Sales Negotiators

by Alan Ovson

Want to win more sales negotiations? Want to feel like you have more power in any conversation you enter? If so, it's easy to do. All you have to do is remember these seven concepts.

Practice them, use them and make them habits, and you will be a very successful negotiator and get better each and every time you negotiate.

### **HABIT #1: Managing Information Carefully**

Information is king. If you want to sway someone's thinking, appealing to their emotions and passions is important - but people will turn off if you don't have hard facts to back up what you're saying. It's hard for the other side to argue with real information like statistical data or specific examples. If you spend time preparing, gathering, and managing information and have credible facts and figures that you can share with the other side, you have a much more powerful position.

### **HABIT #2: Understanding the Role of Conflict**

Negotiation is about conflict. Conflict is based on difference. When you have a different idea or opinion than the person on the other side of your negotiation, chances are you have a conflict. The conflict escalates with the amount of emotion each side has. Negotiation is the process we use to overcome conflict and differences of opinion. Many people are conflict-averse and shy away from any type of difference or conflict. If you are one of those people, be aware that you can overcome those feelings, understand the role of conflict, and become a very good sales negotiator.

### **HABIT #3: Positioning Correctly from the Beginning**

Understand your product, service, idea, or concept and position it correctly right from the beginning. Be able to state why your offering will save your prospect money, time, stress, or energy. These four, important pain points form the dominant buying modes that will make your offering appear more valuable. Throughout the negotiation process, the value you mentioned early in the negotiation will give you an advantage.

### **HABIT #4: Setting High Goals**

It's always easier in any sales negotiation to come down instead of having to go up. Many people set their goals to facilitate success at the beginning of a negotiation and then find themselves scrambling in the middle of the negotiation to get more. If you don't set your goals high enough, you may easily wind up negotiating against yourself.



### **HABIT #5: Knowing the Strengths that Create Power**

In every negotiation there are strong parts and weak parts. Some of the strong parts come from personal feelings of strength. If you have positive feelings about your position, recognize your negotiation style, understand other negotiation styles, and feel comfortable working through conflict and asking difficult questions, you will have assessed your power and be able to use it. Successful sales negotiators leverage whatever strengths they have to keep the power on their side of the negotiation.

### **HABIT #6: Hearing and Fulfilling Needs**

Be able to listen to the needs of the other side so that you can understand exactly what it will take to fulfill those needs and close a successful negotiation. The major step in this process is the ability to ask questions whose answers clearly define the real needs of the other side. By asking questions that get inside other people's thought process, you will be able to understand their needs and explain why your product, service, idea, or concept is the answer they've been looking for.

### **HABIT #7: Creating a Concession Plan**

Most negotiations fall apart at the end when each side asks for concessions. If you think ahead and generate a concession plan, you can give away things that don't have much value to you but seem like a high value for the other side. Conversely, you can ask for things that don't seem like high value to the other side but are of high value to you. Understanding the importance of a concession plan, and taking the time to create one, will help you get the things you want and close more negotiations.

By matching the habits of successful sales negotiators, you will create a new style in your negotiations that will help you feel more in control, close more deals and get terms you want. Over time these strategies will become more natural and automatic until they become habits for you too.

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