



The Don Hutson Report

Global Expert on Sales & Negotiations

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Really Hot Sales Negotiations Strategies

Part 4 of an 8-part series on “Negotiations”

We have all heard that “Knowledge is Power”. I have never seen a more profound example of that truism than in the learning, practicing, and using of negotiation skills in our challenging marketplaces.

Another useful adage to include in our discussion is, “A Journey of 1000 Miles Begins with the First Step.” That concept applies here as well. Anyone who is suffering from Negotiaphobia (the fear of negotiating) needs to take a deep dive into learning negotiation skills. That’s the first step in your journey towards dramatic improvement in sales results.

Once you learn the basics of how to overcome Negotiaphobia, you will be able to clearly see why it is important that you always continue your quest for more knowledge in the negotiation arena. There are many great books and courses on the topic and, as you learn more, your payoff, personally and professionally will increase over time. School is never out for the pro, so eagerly approach this continuing learning opportunity and your confidence will grow and your results will soar.

We have heard that Mindset must precede Skillsets. Vow to develop confidence in your ever-improving skills.

A great “first step” in your journey towards acquiring exceptional negotiation skills is found in the lists shown below. These five “Self-Talk Examples” serve as indicators as to anyone’s level of negotiation confidence based upon a survey completed by themselves. Consider these and identify whether you are in the *Doubter Group* or the *Confident Group*.

Self-Talk for Doubting Negotiators:

1. In negotiating, I’ve always thought there has to be a winner and a loser, and I lack the confidence to think I can win.
2. Negotiating is unpleasant and confrontational, and I’m not the kind of person to participate in that.
3. I hate the thought of a tough negotiation, and I do my best to avoid any of them.
4. I know there must be some important negotiation skills, but I don’t know what they are, and really don’t want to know.

5. I dread this encounter, because I know she is going to beat me up on price, and I'm certain that my negotiation skills don't match hers.

Healthy Self-Talk for Confident Negotiators:

1. I've studied negotiations and am confident in the skills I have learned.
2. I can negotiate in a professional manner and protect our turf (margin) without compromising the relationship.
3. I love a good negotiation since it helps me stay sharp and confidently use my skills.
4. I am continuing to study negotiation skills and reading about various tactics, which improves my results.
5. Negotiations, when done well, can be collaborative, help me gain business while advancing relationships.

Of the two mindsets displayed in the above comments, who do you think is going to be more successful? Obviously the confident negotiator who has studied, learned the critical skills, and practices them frequently. This posture also speaks to the power of positive self-talk!

In subsequent issues of The Don Hutson Report, I will introduce you to some really "hot" sales negotiations strategies that you can focus on in your determination to improve your negotiation skills:

1. **Negotiation Chips:** Red, Green or Blue
2. **Posturing** and when and how to use this skill
3. **The Negotiation Matrix** with four negotiation strategies
4. **The "DMU"** – The Decision-Making Unit
5. **Differentiated Offerings** – and why they are important
6. **Confidence without Arrogance** – how to utilize this component
7. **Negotiation Strategy Adaptation** - Knowing when and how to employ it
8. **Trusted Advisor Status** – how negotiating well helps you achieve this valuable position

We will cover several of the above skill sets in this DHR Series, and in a future newsletter I will give you some book titles for suggested reading. In the meantime, The One Minute Negotiator is a great place to start.

Click on the U. S. Learning Online Learning Flipbook below to subscribe to the **MASTERING NEGOTIATION STRATEGIES** e-learning program; The book section is the place to order your (New York Times, Wall Street Journal #1 Best-Seller) **THE ONE MINUTE NEGOTIATOR** Book.

This is the fourth part of an 8-part series. Our goal is to impart enough negotiation skills that you will become more intrigued with the subject and start to learn more tactics which you can implement right away.

The U.S. Learning Online Learning Flipbook allows you to review our four top-level programs on Sales, Negotiations, Sales Management and Leadership with sub-topics and video excerpts for educating you to be

your best!

Just click on the image below for the Flipbook.



Don Hutson is a #1 NY Times and Wall Street Journal International Best-selling author, a Hall of Fame speaker, and CEO of U.S. Learning based in Memphis, TN

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