

DEAL OR NO DEAL: Mastering the Art of Negotiation

Why negotiate?

If only clients just always agreed to the price, right?! Here's why it's a good skill!

- **Negotiating happens everywhere**

You negotiate timelines with colleagues, salaries, available resources, etc.

- **It protects your value**

The 'battle' can often build value in the buyer's eyes and ensures you don't undervalue the deal.

- **This skill will build confidence and control**

Skilled negotiators will remain calm and collected under the pressure and help you navigate conversations in your favor.

The logo for SellingSara, featuring the word "Selling" in a blue serif font and "Sara" in a blue sans-serif font, with a small star above the "i" in "Sara".

Top Tips



Control the Anchor

The first number on the table often sets the tone - be the one to anchor. Anchoring high (or at/just above true price) will help you set the negotiation in your favor.

Silence is a Tool

An age old tactic but it's true! Silence creates pressure, and you can use it to your advantage. After you make an ask, stay quiet!

Trade, Don't Cave

Protect the value of your solution by focusing on what you can trade, rather than how much to discount. Think about what you can get in return - maybe a faster sign off, longer commitment, testimonial, etc.

When it's not worth it...

It's easy to want to do 'business at all costs' - but don't. If you are getting lowballed, accepting it will undervalue you and the work associated with acquiring a new customer.

So.. what do you do? **Walk away.**

Before any negotiation meeting, know your walk away number based on the contents of the deal. This may look different for every deal!

"Unfortunately, it doesn't make commercial sense for me to meet you at that number based on the solutions we've discussed for your team. I'm happy to make some recommendations of cheaper vendors if you'd like?"

If they say yes.. they weren't going to buy from you anyway.

THANK YOU!



Does anyone have any questions?

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