

# The 6 Essential Rules of Sales Negotiation

Based on decades of experience with negotiations, and validated by our Top Performance in Sales Negotiation research, the **6 Essential Rules of Sales Negotiation** represent the 6 key areas where the best negotiators excel. When you internalize these rules, you:

- ★ Create great agreements consistently
- ★ Win more sales at better terms
- ★ Are well positioned to handle anything buyers throw your way

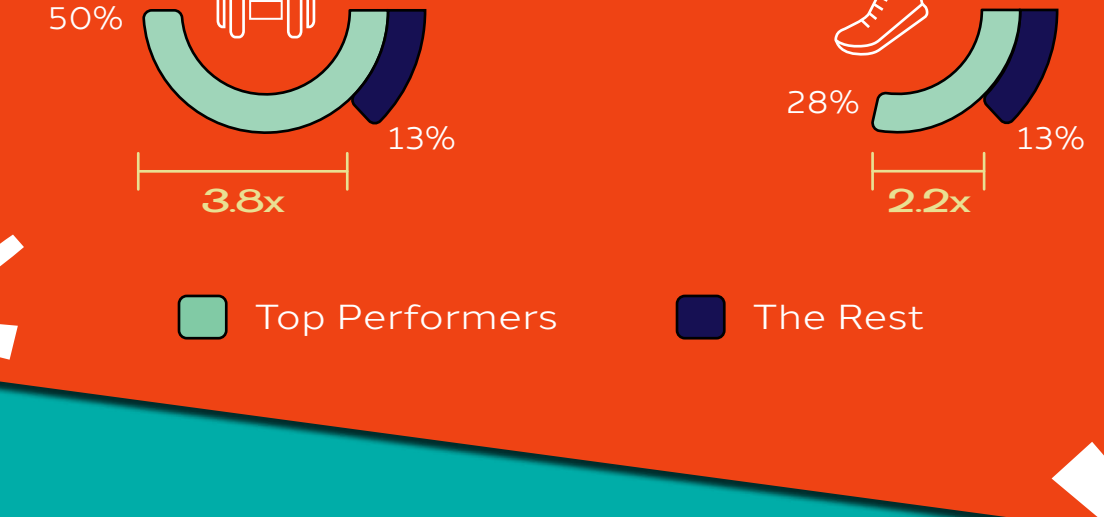
## Top-Performing Sales Negotiators are...



### Rule 1

## Always Be Willing to Walk

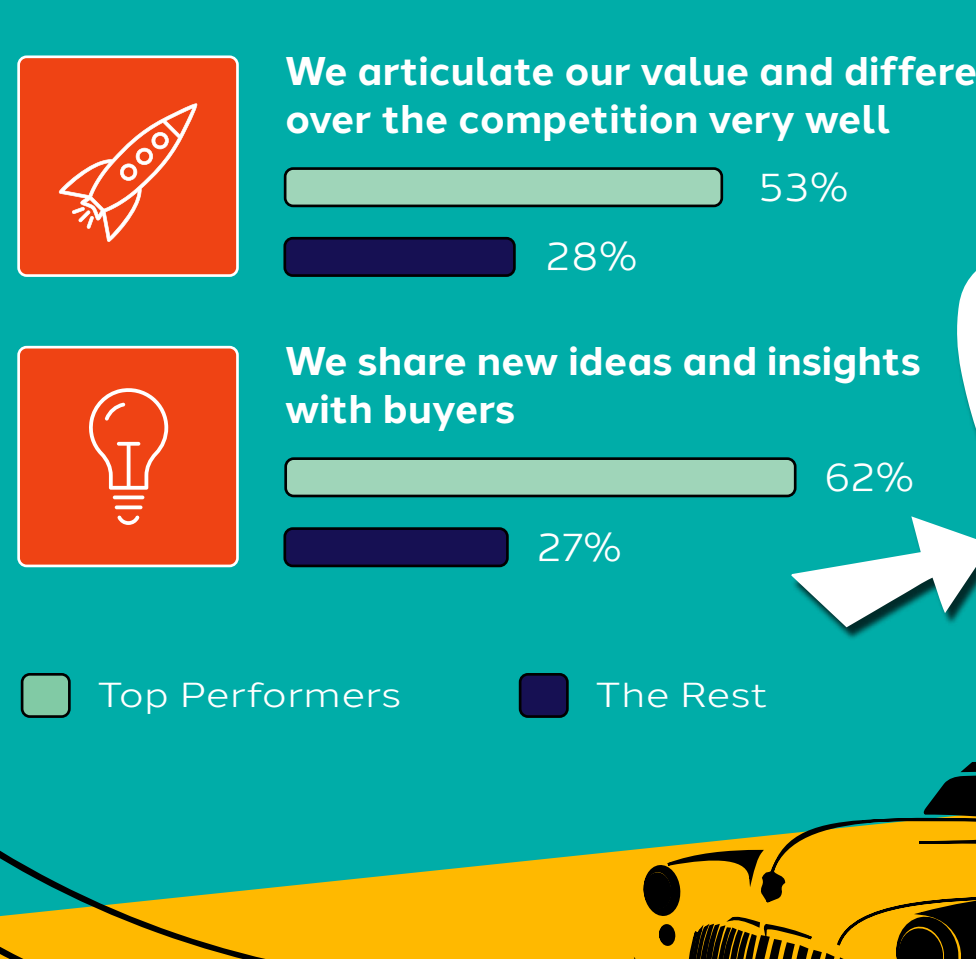
Your mindset is critically important when it comes to negotiating. If a buyer knows you need a sale, they have leverage. If you're willing to walk, and a buyer knows it, you level the playing field. It's always okay to want, but never okay to need the sale.



### Rule 2

## Build Value

Objections, whether focused on price, trust, urgency, or competitive challenges, can be met with problem solving and value building. If you focus on objectives, and help buyers meet them, you can almost always come up with ideas buyers will appreciate without lowering the price.



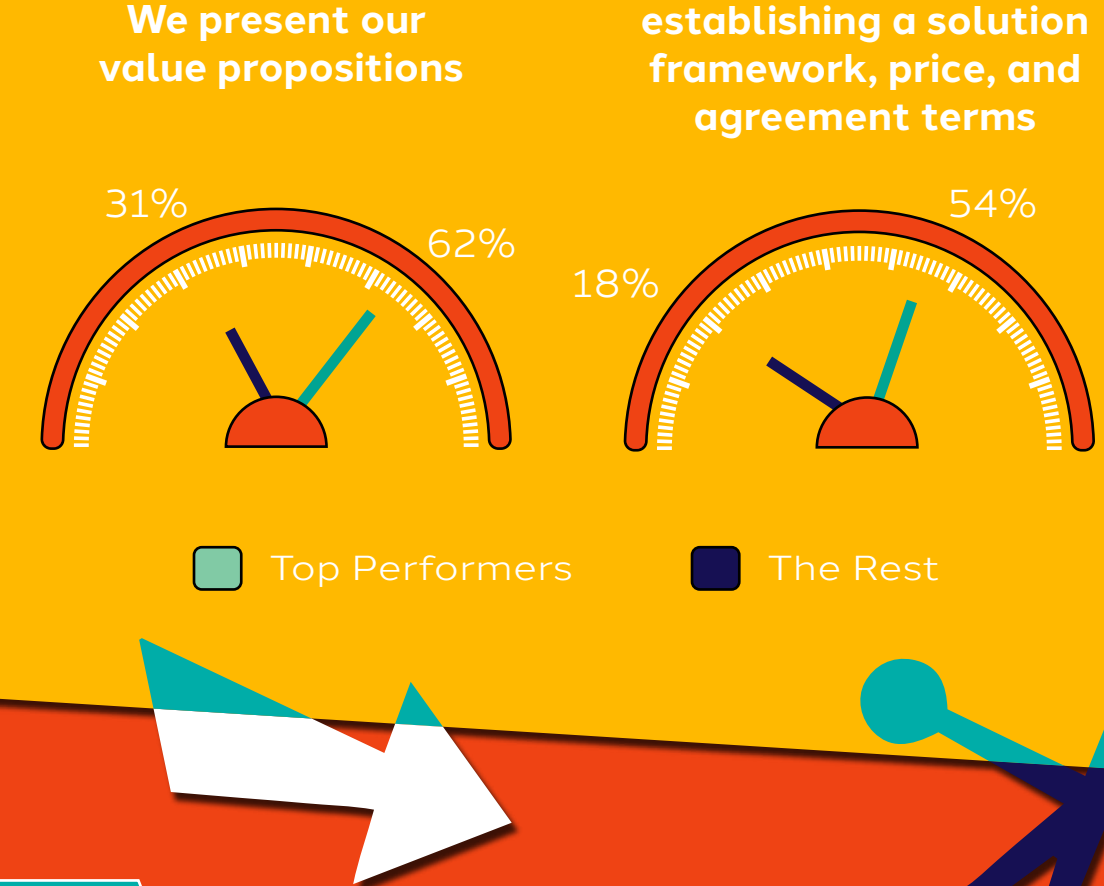
**Only 17% of buyers agree.** Sellers have a much higher opinion of their ability to communicate value than buyers do.



### Rule 3

## Lead the Negotiation

Too many sellers allow the buyer to drive sales negotiations. This leaves sellers playing catch up, reacting instead of leading the negotiation. You should lead. You should set the agenda for meetings, and go first with offers and ideas, objectives and concerns, and pricing parameters.



### Rule 4

## Effect Emotions

Sales negotiations are emotional affairs. There's anxiety, wariness, anger, frustration. But there's also satisfaction, fulfillment, and relief. The best sales negotiators bring about, or feel, emotions of buyers respectively. They must manage their own emotions so you can do what you need without fear of loss or conflict.



### Rule 5

## Trade, Don't Cave

Buyers often test sellers' cave tolerance. They ask for a lower price and other concessions, and they often get them. You must be willing to explore new possibilities, change scope, or make a trade that could change the price. To develop and win better agreements, you should plan for trades and have them ready when it's time.



### Rule 6

## Plan to Win

Preparation is often cited as the greatest determinant of negotiation success. If you know what you want, work to understand what the buyers want, plan your strategy, and plan for any tactics you might face, you'll create great agreements consistently, and win maximum sales at favorable terms and pricing.



## Sales Negotiation Toolkit

Ready to master the 6 Essential Rules of Sales Negotiation? **RAIN Group's Mastering Sales Negotiations Toolkit** includes everything you need to learn how to win sales at favorable pricing and terms. It includes the 6 Essential Rules of Sales Negotiation ebook, How to Manage a Sales Negotiation to Your BATNA Checklist, tips to Trade, Not Cave, and more.

**Download your toolkit today. >>**