

NEGOTIATION VARIABLES

That Matter More than Price





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THE COMMON MISTAKE

Many salespeople when negotiating make the mistake of focusing on **price first.**

But price is **not** where negotiation should start...





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THE RIGHT APPROACH

The best negotiators create value for both sides using factors other than price.

Here's what you should consider
before discussing price...





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VOLUME

Instead of asking/giving a discount, negotiate based on price. Can you commit to buying more in exchange for better terms?





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DELIVERY

Rather than lowering the price, adjust the delivery schedule. Faster or more flexible delivery can add value without reducing cost.





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POSITIONING

Use your position as an expert
and support with industry data,
research and case studies to
show how working with you
benefits them beyond just price.
Tell them why they should
choose you.





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EXCLUSIVITY

Scarcity increases value. If something isn't available to everyone, people want it more.





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SERVICE LEVELS

**Focus on service quality
before price. Faster
response times, dedicated
support, or extended
warranties can be worth
more than a discount.**





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ADD VALUE

Include extras at no extra cost that may be useful to the buyer, but cheap for you. Can you include extra support, training, or information that make the deal more valuable to them?





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TERM

Negotiate the length of the agreement so that it suits both parties. A longer commitment can give you stability, allowing you to offer better terms in return.





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CONTRACT

A clear mutually beneficial contract can help reduce risk, create better deals for all parties, and foster strong relationship. It ensures both parties understand responsibilities and expectations and can bring more benefits than just a lower price.





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REMEMBER EFFECTIVE NEGOTIATION

Is more than just discussing
the.....





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It's about creating a
WIN-WIN

AGREEMENT

By considering key factors

VOLUME

SERVICE LEVELS

DELIVERY

ADD VALUE

POSITIONING

TERM

EXCLUSIVITY

CONTRACT





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