

# How to Negotiate Through the Sales Process



At Black Swan, we take issue with the whole idea of the sales process in general. Why map out an eight-month plan when you might be able to close today and get money tomorrow?

Still, odds are you're going to have to jump through some of the typical sales hoops every now and again.

To increase the chances you get the outcomes you're gunning for, **here are some tips to keep in mind** should you find yourself moving through the process.

## Step 1

### Qualify the Prospect

Kick off this phase with an **Accusation Audit™** by identifying and addressing the potential negatives likely harbored by the other side.

*I'm sure you've talked to many salespeople who looked just like me, and the last thing you want is for me to waste your time.*



#### Use an Accusation Audit

Defuse negative perceptions that may already exist in their mind.

## Step 2

### Pitching the Prospect

The point of your pitch is getting the client to actually pitch you.

So ask **Proof of Life™** questions—questions that start with why.

*You've got many resources at your disposal—why us?*

*There are many things you could be doing with your time—why did you want to make sure you spoke with our team?*



The answers to these questions will let you know whether you need to waste any more of your time with this person.

If they lay out the reasons why you're valuable, you're

**80 percent**

of the way there for a sale.

#### Don't explain

Let the other side tell you why you're valuable.



## Step 3

### Overcome Any Objections



Ideally, you'll have already defused the negative perceptions they brought with them using an **Accusation Audit**. That doesn't mean objections won't come up during your interaction.

Use **Asking Labels™** to dig deeper into the motivation behind their current objection or direct their thought-process to identify their overall vision.

*It sounds like you have a vision for how you want this to play out.*

*It sounds like there are things that are top of mind for you that need to be addressed before moving forward.*

#### Be vocal about the counterparts perspective

Use Asking Labels to identify what's unstated.



## Step 4

### Closing the Prospect

If you've done a good job with **Tactical Empathy™ (TE™)**, the client is going to close themselves. Using **Summary**, you might say something like:



*You want to solve this problem because your bottom line is affected in a terrible way for these various reasons, and you can't stand for this anymore because the business isn't going to drown on your watch.*

If you get a **"That's Right"**, the deal is done right then. Don't be let your average sales cycle stop you from closing.



#### Get a "That's Right"

When people want to make a deal, they don't need more convincing.

## Step 5

### Following up with the Prospect

If you're making the deal, you should be the person following up with them, and you should let them know what implementation will look like. The best way to keep someone's trust is to protect them from getting hit with surprises. There's tremendous value in the salesperson serving as the ultimate resource for the customer.

What if you haven't closed? Use no-oriented questions when you nudge the client the next time.

*Would it be a waste of your time for us to revisit what we last spoke about?*

*Is it ridiculous for us to come back together to finish our previous conversation?*

When they are able to answer questions with a simple no, they feel protected, which makes them more willing to trust the other side.

#### Be helpful, protect them from surprises

Let your counterpart know what's next.



## It's Time to Close More Deals!



The other side isn't really buying a product or a service—they're buying how you made them feel.

The more they feel as though you see where they're coming from and *get it*, the more likely they'll be to allocate a budget designed to do business with you.

**So use Tactical Empathy out of the gate—and make it rain.**

**Ready to take your sales outcomes to the next level?**

[Check out our training courses](#)

and continue to hone your negotiation skills.