

Infographic

#### How to Negotiate Through the **Sales Process**



the sales process in general. Why map out an eightmonth 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

At Black Swan, we take issue with the whole idea of

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

## **Qualify the Prospect**

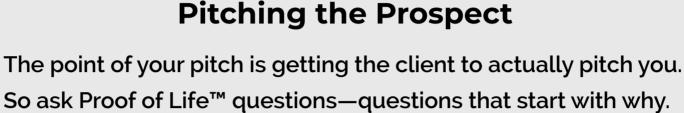
#### Kick off this phase with an Accusation Audit™

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.

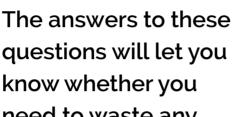


Step(2

#### 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?





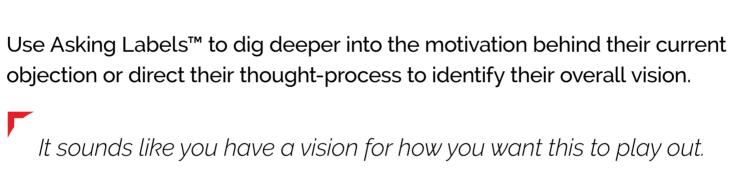
need to waste any more of your time with this person. Don't explain Let the other side tell you why you're valuable.

of the way there for a sale.

If they lay out the reasons

why you're valuable, you're





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

Ideally, you'll have already defused the negative

Accusation Audit. That doesn't mean objections

perceptions they brought with them using an

won't come up during your interaction.

Use Asking Labels to identify what's unstated.

Step (4

**Closing the Prospect** 

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



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:

If you get a "That's Right", the deal is

need to be addressed before moving forward.

Be vocal about the counterparts perspective

business isn't going to drown on your watch.

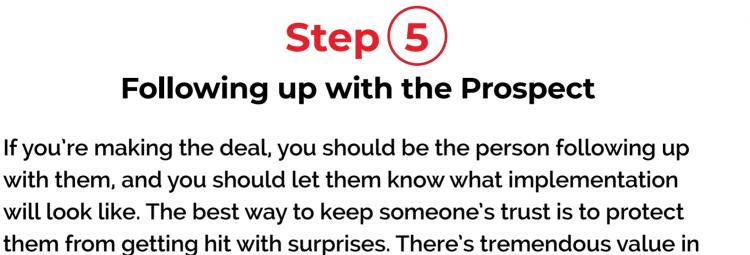


done right then. Don't be let your average sales cycle stop you from closing. When people want to make a deal, they don't need more convincing.

Step (5

the salesperson serving as the ultimate resource for the customer.

What if you haven't closed? Use no-oriented questions when you



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?

nudge the client the next time.

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.

and continue to hone your negotiation skills.