

Negotiating With Backbone Eight Sales Strategies To Defend Your Price And Value

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Negotiating with Backbone: Eight Sales Strategies to ... You ' ll find them in Negotiating with Backbone, Second Edition. Premier pricing strategist and sales consultant Reed K. Holden will help you identify what purchasing negotiators are really up to, protect your margins, keep value at the forefront of negotiations, and protect hard-earned profits from mindless discounting.

Holden, Negotiating with Backbone: Eight Sales Strategies ... Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value by Holden, Reed K. at AbeBooks.co.uk - ISBN 10: 013306476X - ISBN 13: 9780133064766 - Financial Times/ Prentice Hall - 2012 - Hardcover

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Negotiating With Backbone Eight Sales Strategies To Defend ... This chapter is from the book Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value Learn More Buy The toughest challenge that business-to-business sales professionals and leaders face today is dealing with the margin-draining games played by the economic or procurement buyer to gain additional discounts.

Negotiating with Backbone: Eight Sales Strategies to ... Negotiating with Backbone, Second Edition definitive guide for every sales pro facing the "procurement buzzsaw" - and it's just been updated with even more powerful strategies and techniques! Where traditional purchasing managers negotiated, procurement officials seek to dictate, through multiple tactics with a single intent: to gain unprecedented discounts and concessions.

Full version Negotiating with Backbone: Eight Sales ... " Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value " by Reed K. Holden is a very good book for those in procurement. The negotiating strategies presented in this text focus on the selling model that the author teaches. It is a very good model for those working in this field.

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Negotiating With Backbone Eight Sales Strategies To Defend ... With 2015 just begun, it is an appropriate time to improve your skills, and " Negotiating with Backbone " is an excellent way to polish your business-to-business selling skills. If you are a seasoned sales person, you will be refreshing skills you already possess, and you will, undoubtedly learn important new techniques.

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B2B sales professionals: resist mindless discounting, level the playing field against tough procurement organizations, and close the deal on your terms! Negotiating with Backbone, Second Edition definitive guide for every sales pro facing the " procurement buzzsaw " -- and it ' s just been updated with even more powerful strategies and techniques! Where traditional purchasing managers negotiated, procurement officials seek to dictate, through multiple tactics with a single intent: to gain unprecedented discounts and concessions. Premier pricing strategist and sales consultant Reed K. Holden gives you the powerful new strategies and tactics you need to protect your margins and get the right deal. Holden guides you through recognizing what purchasing negotiators are really up to, keep value at the forefront of negotiations, and avoiding the mindless discounting that wrecks profitability. Holden details eight strategies for all types of pricing negotiations, including approaches for negotiating with price buyers, relationship buyers, value buyers, and poker players, reverse auctions, and much more. In this Second Edition, he offers extensive new coverage of establishing your foundation of value, and developing crucial give-get options, including value-added services. This book will be an invaluable resource for every B2B sales professional, customer-facing professional, and every executive responsible for leading successful sales organizations.

Bad pricing is a great way to destroy your company ' s value, revenue, and profits. With ten simple rules, this book shows you how to deliver both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.

Negotiations in professional or private life often take an unsatisfactory course due to stress, confrontation with aggressive or unfair behavior, or because of overwhelming situations. Negotiations generally require a thorough preparation, strategy and a sophisticated tactic to make us feel safe in the presentation of our goals and arrive at a mutually satisfactory outcome. Conventional books about negotiations are usually limited to strategies and techniques, but leave out elements of psychological communication and emotional intelligence, which include non-verbal communication and empathy, which in turn are essential for successful negotiation. Therefore, this book on the one hand constitutes the essential techniques and strategies in the context of negotiation, but also considers "soft skills" without which negotiations cannot be successful. This book presents practical examples in dealing with situations such as salary, contract and sales negotiations. In particular on context and time appropriate negotiation techniques: analyzing negotiation partners and their motives; interpret group processes, and how to successfully implement negotiation psychology.

The definitive guide on how to price services to deliver profit, fund for product development and meet the needs of the customer/client at a price they are happy to pay. As traditional manufacturing companies move to service provision, how should they price their services? What pricing model should they develop and what buyer behaviour model should they nurture? What will happen if you get your services offering right, but your pricing model wrong? Mastering Services Pricing shows you how to create pricing that allows you to deliver maximum profit and high client satisfaction. - Learn that the " cost plus " model won ' t work for service provision - Understand how your competitors will use pricing to gain market share, create growth and tie in existing customers - Recognise that Product pricing is coercive, services pricing is collaborative - Understand that services pricing includes lots of " fees " - Understand market positioning and how this affects your price and how you can communicate this to clients - Discover how to maximise profit and client satisfaction - Be confident in your pricing strategy by having a sound basis for your decision making

This book is a strategy guide for salespeople to help them level the procurement playing field by showing readers how to assess the game procurement plays, describing proven ways to resist discounting and protect margins, demonstrating ways to keep value at the forefront of negotiations, offering targeted tactics to protect hard-earned profits from mindless discounting, and detailing eight strategies effective in any type of pricing negotiation. Negotiating with Backbone brings together key insights, actionable practices, and state-of-the-art tools for: Resisting discounting, and keeping value at the forefront of negotiations Implementing targeted tactics to protect hard-earned profits Negotiating with price buyers, relationship buyers, value buyers, and "poker players" The Truth About Negotiations, Second Edition shares even more proven principles for handling virtually every negotiation situation. Building on her widely praised First Edition, Leigh Thompson delivers more than 50 real solutions for the make-or-break scenarios faced by every negotiator. In this edition, Thompson adds powerful new " truths " and techniques for negotiating across generations and cultures, negotiating in virtual/online environments, and more. Thompson; Provides realistic game plans that work in any negotiation situation Focuses on the two key tasks of any negotiation: how to create win-win deals by leveraging information carefully collected from the other party, and how to effectively lay claim to part of the win-win goldmine Demonstrates how to handle less-than-perfect situations, such as getting called on a bluff, establishing trust with someone you don ' t trust, recognizing when to walk away, negotiating with people you don ' t like -- and conversely, negotiating with people you love, and who love you;

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Some negotiations are easy. Others are more difficult. And then there are situations that seem completely hopeless. Conflict is escalating, people are getting aggressive, and no one is willing to back down. And to top it off, you have little power or other resources to work with. Harvard professor and negotiation adviser Deepak Malhotra shows how to defuse even the most potentially explosive situations and to find success when things seem impossible. Malhotra identifies three broad approaches for breaking deadlocks and resolving conflicts, and draws out scores of actionable lessons using behind-the-scenes stories of fascinating real-life negotiations, including drafting of the US Constitution, resolving the Cuban Missile Crisis, ending bitter disputes in the NFL and NHL, and beating the odds in complex business situations. But he also shows how these same principles and tactics can be applied in everyday life, whether you are making corporate deals, negotiating job offers, resolving business disputes, tackling obstacles in personal relationships, or even negotiating with children. As Malhotra reminds us, regardless of the context or which issues are on the table, negotiation is always, fundamentally, about human interaction. No matter how high the stakes or how protracted the dispute, the object of negotiation is to engage with other human beings in a way that leads to better understandings and agreements. The principles and strategies in this book will help you do this more effectively in every situation.

TIMELESS WISDOM from the ORIGINAL PHILOSOPHER of PERSONAL SUCCESS "No matter who you are or what you do, you are a salesperson. Every time you speak to someone, share an opinion or explain an idea, you are selling your most powerful asset . . . you! In How to Sell Your Way Through Life, Napoleon Hill shares valuable lessons and proven techniques to help you become a true master of sales." —Sharon Lechter, Coauthor of Think and Grow Rich: Three Feet from Gold; Member of the President's Advisory Council on Financial Literacy "These proven, time-tested principles may forever change your life." —Greg S. Reid, Coauthor of Think and Grow Rich: Three Feet from Gold; Author of The Millionaire Mentor "Napoleon Hill's Think and Grow Rich and Laws of Success are timeless classics that have improved the lives of millions of people, including my own. Now, we all get the chance to savor more of his profound wisdom in How to Sell Your Way Through Life. It is a collection of simple truths that will forever change the way you see yourself." —Bill Bartmann, Billionaire Business Coach and Bestselling Author of Bailout Riches (www.billbartman.com) Napoleon Hill, author of the mega-bestseller Think and Grow Rich, pioneered the idea that successful individuals share certain qualities, and that examining and emulating these qualities can guide you to extraordinary achievements. Written in the depths of the Great Depression, How to Sell Your Way Through Life explores a crucial component of Achievement: your ability to make the sale. Ringing eerily true in today's uncertain times, Hill's work takes a practical look at how, regardless of our occupation, we must all be salespeople at key points in our lives. Hill breaks down concrete instances of how the Master Salesman seizes advantages and opportunities, giving you tools you can use to effectively sell yourself and your ideas. Featuring a new Foreword from leadership legend Ken Blanchard, this book is a classic that gives you one beautifully simple principle and the proven tools to make it work for you.