Personal Selling and Negotiation

- By Jim Blythe’s group
Summary

1. Introduction
2. Scene out of „Wolf of Wallstreet“
3. NASA-Strategy
4. Negotiation tactics/tools
5. Alternative closes
6. Scene out of „Wolf of Wallstreet“
Scene out of „Wolf of Wallstreet“

https://www.youtube.com/watch?v=nCfntaYBeqs
NASA-Strategy

N = Needs
A = Agreement
S = Solution
A = Agreement
Negotiation tactics/tools

- Whipsaw
  - good cop, bad cop
- Get lost
  - (act like you’re not interested anymore, because the customer wanted too much)
- Split the difference (is the most common)
  - Meet in the middle
Closing techniques

1. Puppy dog close
2. The alternative close
3. Sales manager close
   - The customer needs to get the feeling of power, especially the power about you and the situation
Scene out of „Wolf of Wallstreet“

https://www.youtube.com/watch?v=9UspZGJ-TrI
Thank you for your attention

Think Positive

And now,... Take a break!