

## RAINMAKER! TOOLS & RESOURCES

### NEGOTIATION TIPS

#### **TIP # 1 – BUY TIME**

When you reach an impasse with a customer, the first strategy is to buy some time. Don't react right away. Ask the customer for a day or two if possible to reflect on the situation and allow you to consider alternatives.

#### **TIP # 2 – SEE THINGS FROM THE CUSTOMER'S PERSPECTIVE**

The second tip is to see things from their perspective. You don't have to agree with them, but you can acknowledge their position. This lets them know that you are listening to them and that you are willing to explore options and interests with them.

#### **TIP # 3 – REFRAME**

The third tip is to change the situation a bit. Consider changing the timing of the deal, for example, or the terms and conditions, or the way both you and the customer think about the situation. In all cases when you reframe, use the word "we" to connote that you are in this together. This tip is sometimes hard to do but it can be powerful.