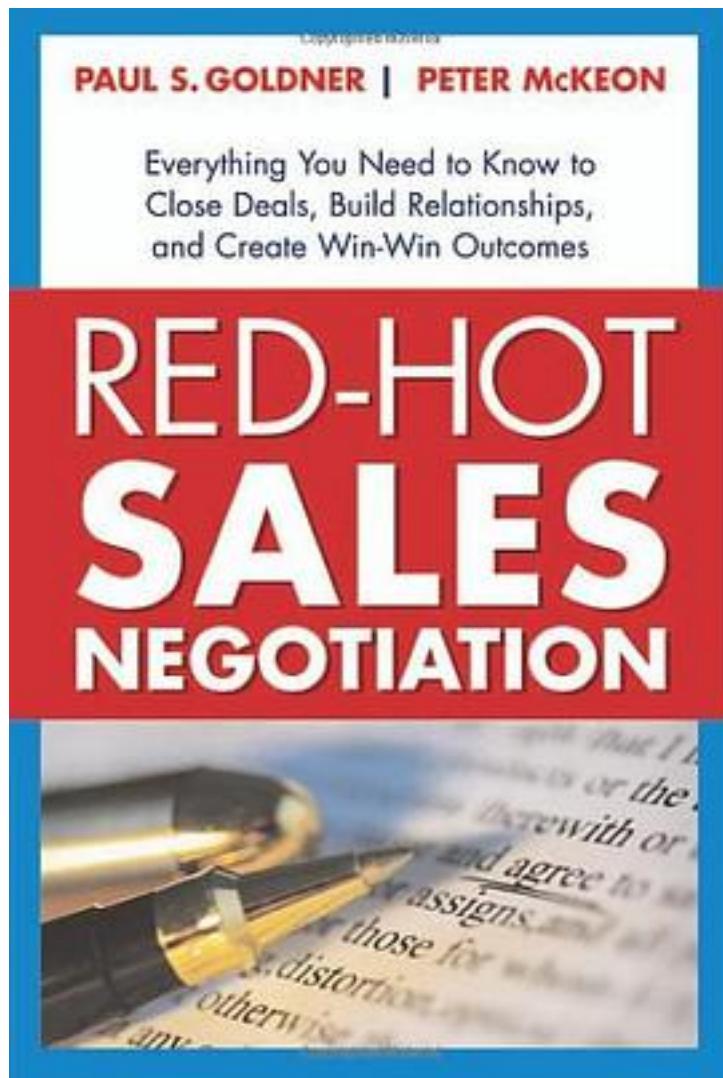


Red-hot Sales Negotiation



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Negotiation is a key skill for all salespeople. Great sales professionals need to be able to counter clients who are naturally trying to get rock-bottom prices, but at the same time maintain a good relationship, so the client will want to do business with them again. Negotiation is more than just closing a sale. It's the art of continuing a partnership that is successful for both parties. Red-Hot Sales Negotiation provides practical tips and strategies to help salespeople: Prepare in advance Ask Power Negotiation Questions to instantly draw out useful information Learn the difference between the customer's "positions" (what they're asking for) and the customer's "interests" (what they really want) Find a "win-win" solution. Red-Hot Sales Negotiation is a vital resource that enables readers to perfect their negotiation skills and take their sales into the stratosphere.

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