

Do You Have An Appetite For Negotiation?



“If you don’t want it, you won’t get it”. You need to have a passion to negotiate.

Have you ever met anyone who negotiates everything? They love to do it, and negotiate so frequently that it becomes second nature for them.

The challenge is that many of us aren’t like that, and recent studies show that in the US in particular, we are losing our ability to negotiate.

To illustrate the point, I’ll share a funny story I heard on the radio recently. The commentator was describing how an American was visiting the Middle East, and while walking through the desert saw a man with a herd of camels.

He approached the man and said “I’d like to buy that camel”. The man proceeded to say “how he could not sell the camel because he had owned it for so many years that it was like part of the family...”

So the American started walking away. After taking a few steps, the man chased him down and said "I thought you wanted to buy a camel?"

The camel owner's original position wasn't that he didn't want to sell, he was starting his approach to negotiating for the initial contact.

Years ago I had a customer who had a similar passion to negotiate. In fact, he loved negotiating so much that one time when I challenged him about why he was so persistent, he told me "if you asked me to go out for a beer, and I wanted to go out for a beer, I'd negotiate with you about getting one". When I asked him why he would negotiate this, he replied "it's just what I do".

Having a passion to negotiate was second nature for him and he applied it to everything he did. As a result he ended up doing a great job for his company because his appetite to pursue a deal allowed him to get a lot from suppliers who lacked the same desire to negotiate in return.

Negotiation is part of our daily lives, and whether you are negotiating a large contract, or just trying to get your family members to agree on something, you are negotiating all the time. The more you understand the process, and the greater your appetite to negotiate, the greater your ability will be to drive successful outcomes for everyone.

Passion is one of the [13 Key Concepts for Successful Sales Negotiations](#). If you'd like to learn more about this topic click on the link above, or visit the Selling Resources page on our website www.tritonconsult.com

Today's buyers continue to evolve, and the approach to selling needs to adapt to those changes. The papers and content I write are based on the in-depth analysis of over 25,000 sales calls and client interactions, and were written to help sales teams develop and hone their skills.

Sales - it's in your DNA! Find it, develop it, and unleash your potential!