

Patience - Don't Negotiate Until You Are Done Selling



With the ability to research much of the information they need online, the majority of buyers are only bringing sellers into their buying cycle after having completed over 60 % of it on their own. And at that point, only to ask the rep, “what’s your price?”.

Many sales teams see this as a quick sales opportunity, and rush to get the buyer what they requested. And they couldn’t be more wrong in doing so.

When arriving late into the buying cycle, sales teams will have had little opportunity to create unique value for their products or services. They will have also missed a chance to significantly influence the Buyer’s decision criteria.

In this situation, even high value products get relegated to a “commodity” perception, and the final deal gets negotiated and decided on price.

And unless you are the low cost supplier in the market and have no other value to add, haggling price shouldn’t be your negotiation strategy.

Addressing this Buyer behavior isn't difficult, but requires a *passion* to sell effectively and the *patience* to do it correctly. This can be accomplished by following a few simple steps:

1. Don't negotiate until you know you're the Buyer's first choice
2. Developing a strong value proposition takes time. Don't try to rush the sale. Be *patient* and take the time to develop your position as their first choice.
3. Redirect the opportunity to an earlier stage of the buying cycle to uncover and develop unique needs.
4. Take the time to redefine the decision criteria and develop a unique value proposition for your company.

By following these simple steps, you'll find that deals will close faster and more profitably. So if you'd like to gain up to a 50 % increase in deal close rates, and 30% increase in profits on those deals, be *patient*, and take the time needed to sell effectively.

When you're done selling, you shouldn't have to negotiate. Well maybe a little, but any effort at that point will be from a position of strength and won't result in giving away the store to get the deal.

Patience 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!