

Sales Tips: Negotiating a Sale



If you think there is a definite chance of making a sale, how can you then clinch it?

The following are tips are what -and what not -to do.

Dealing with sales nerves

It's normal to feel nervous when making any kind of presentation. In fact, it's even desirable to feel a bit nervous as this will help to stop you from coming over as too confident and insincere.

To help you deal with your nerves:

- Rehearse what you are going to say.
- Take a few deep breaths before you start and try to speak slowly.
- If you are talking on the phone, try standing up.
- If you think your hand might shake from nerves while you give a presentation, don't hold any bits of paper.

Dealing with the customer

It's essential that you make the right impression on the customer. You are more likely to do this if you do the following:

- Establish what the customer's needs and wants are by asking the appropriate questions.
- Listen carefully to what the customer has got to say.
- Be clear in your own mind about what is negotiable. Are you prepared to negotiate about the price, the method of payment, the delivery date and so on?
- Avoid appearing too keen, so inviting the customer to push down the price.
- Avoid giving the impression right from the beginning that you are willing to negotiate on price.
- Don't offer unnecessary or last-minute discounts
- Ask for a break if you feel you need time to decide on certain points.
- Don't promise what you can't deliver, so damaging -perhaps irreparably -your reputation and relationship with the customer.