

BODY LANGUAGE IN SALES



Simone Janson (ed.)

Grasp Gestures Mimic & Nonverbal
Communication, Sell More Faster, Use
Rhetoric & Psychology of Persuasion,
Negotiate Confidently with Appearance &
Charisma

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

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Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

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Successfully negotiate prices in 5 levels: call professionally prices

// By Lothar Lay

In negotiation situations, this "fatal" question about the price comes up again and again within a few seconds before the seller even has a chance to present his offer.

The total package counts

Now a seller who is "run over" in this way needs to get his act together for professional price quoting. This is not so difficult if a few rules are followed. Because here it is extremely important that sellers confidently and convincingly present your TOTAL offer. The goal must be to present not only the product and the price but the "total package" of all services and advantages.

It especially counts: not "we have the better product" but "we are the better partner!" Your main task as a salesperson at this stage of the price negotiation is to communicate precisely this message credibly.

A psychologically correct price mention

Build your argumentation in a conversational partner-oriented way and work out both the rational and the emotional benefits in a convincing and exciting way. Your customer must be convinced at the end that only YOU are the ideal partner for him. If you can do that, then the price will slowly slip away to a side issue.

Very important: Do not name your price hesitantly or apologetically. But confidently, directly, in a firm voice, from which the pride of offering such high-quality products or services can be heard.

5 Steps: How to reach a positive conclusion

Develop a positive inner attitude toward the price conversation. Show self-confidence! Act naturally! Act in a self-determined manner! These behaviors and ground rules will help to a positive conclusion:

1. Formulate customer-oriented: Present the advantages and benefits of your offer crystal clear to your customer and the discussion partners. Don't say "This costs" but "For this you get..."
2. Sell from the top down: Always offer the "full equipment" instead of an "economy version". Round up, instead of down.
3. Create valuable negotiating mass for you: Take really all costs in the offer. In practice, a lot is often given away here, because certain expenses are simply overlooked!

4. How to deal with pressure through offensive alternatives: Suppose you submit an offer for € 150,000. The buyer's reaction: "You'll have to take another 10% off that." This is the moment to pull an offensive alternative out of your sleeve. You answer "That would be conceivable if...".
5. Then cite what makes the most sense to you, such as "if you add another product from our house to your line" or "if you take a larger quantity, then I can give you special net prices." Make realistic counterclaims, instead of being horrified by blanket refusals. To react correctly here, has already saved many a price negotiation from the final end.

Individual must be

If you have now named your price confidently and convincingly, the next step is the professional offer management. Here, in practice, there are endless missed opportunities.

Companies are putting vast sums of money down the drain by failing to encourage their sales staff to prepare quotations efficiently and individually, and to follow up in a professional manner. It's at this important stage that things go wrong.

Buyers hate petty standard proposals

Buyers hate nothing more than receiving inconsequential standard offers that you can tell a mile to the wind weren't customized and tailored to their needs.

Despite this, many sellers keep sending out exactly such pamphlets. This is fatal and wrong! Because this kind of offers leaves the buyer no choice but to immediately pounce on the price and want to press it.

The offer as a written sales pitch

Most salespeople hand off the quotation preparation to clerks. These know neither the companies involved nor the contact persons, often receive no background information and can thus only proceed according to a pattern.

The customer's wishes almost never get through to the person who prepares the offer. It is at this point that immense potential is lost for creating an offer that has a high chance of being accepted.

The default does not interest

Because: standard options don't interest anyone. So companies that allow this are throwing money away! Information such as "what is important to the customer, what solution is he looking for", thus falls through the communicative grate and is lost forever. This is how companies unknowingly lose high sales. What a waste!

An offer is a written sales conversation. A target-oriented offer can therefore only be created by the salesperson directly, as he has conducted the discussions with the