

Developing Negotiation Skills in Sales Personnel: A Guide to Price Realization for Sales Managers and Sales Trainers

By David A. Stumm

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While sales negotiation is traditionally considered a formal process conducted by teams of buyers and sellers, this handy reference recognizes that negotiating strategies and techniques are actually required in many instances in day-to-day selling activities as well, and provides advice geared to the salesperson's specific daily needs. The chapters present material in a factual, step-by-step manner so it is easy to assimilate. The work commences with an overview of the role and importance of skillful negotiation strategy in sales, provides insight into the buyer's perspective, and treats the strategic and psychological aspects of the interaction. It then focuses on the negotiation tactics which are essential for the effective preparation, application, and closing of a sale. While these concepts and skills are recognized as part of the formal negotiation process, Stumm argues that most sales negotiations occur instead in daily informal conversations and presentations, and he shows the reader how to recognize and use these situations for negotiating advantages.

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Editorial Review

About the Author

DAVID A. STUMM has 20 years of sales management experience and was instrumental in founding the sales consulting and training firm of Barnes McHugh Company.

Users Review

From reader reviews:

Ronald Adams:

Reading a book tends to be new life style with this era globalization. With looking at you can get a lot of information that could give you benefit in your life. With book everyone in this world can certainly share their idea. Guides can also inspire a lot of people. A great deal of author can inspire all their reader with their story as well as their experience. Not only situation that share in the publications. But also they write about the data about something that you need instance. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors in this world always try to improve their skill in writing, they also doing some investigation before they write on their book. One of them is this Developing Negotiation Skills in Sales Personnel: A Guide to Price Realization for Sales Managers and Sales Trainers.

Joshua Atkins:

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David Murray:

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