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# Negotiation

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## The Art of Trust

By Michael Paul Stephens

DO YOU  
EVER

LIE

TO MAKE  
A SALE?



A hand in a dark suit jacket is shown drawing a white line graph on a blue background. The graph has a vertical y-axis and a horizontal x-axis. The line starts at the origin and trends upwards with some minor fluctuations. A white arrow points from the text box to the graph line.

According to a  
Gallup poll only

**7%**

Believe sales  
people are trust  
worthy

(9% believe  
politicians are  
trustworthy!!)

## SET APPROACH TO TRUSTFUL NEGOTIATION

- STRATEGIZE

- EXPLAIN

- TARGET TRUST

Each of these have connected actions that **BUILD TRUST.**

On the **S.E.T. SELF ASSESSMENT SHEET** you will assess your own performance in each category.

## SET APPROACH TO TRUSTFUL NEGOTIATION

- STRATEGIZE
- EXPLAIN
- TARGET TRUST


Choose just  
**ONE PRODUCT OR  
SERVICE**

that you sell and  
write it down at  
the top of the  
Self-Assessment  
Sheet



## SET APPROACH TO TRUSTFUL NEGOTIATION

- STRATEGIZE
- EXPLAIN
- TARGET TRUST

A photograph of a business meeting around a wooden table. Several people are seated, with their hands and arms visible. There are notebooks, pens, and glasses of water on the table. The lighting is warm and focused on the table.

What is your  
**NUMBER ONE**  
FEAR  
when  
negotiating?

## SET APPROACH TO TRUSTFUL NEGOTIATION

Pre-meeting: **S**TRATEGIZE

**BEFORE** you can negotiate

You must be sure of what you **can and cannot do** in the negotiation

# SET APPROACH TO TRUSTFUL NEGOTIATION

## STRATEGIZE

Need	Authentic Trust	Artificial Trust
PLAN	Has a clear negotiation strategy, knows sales target and walk-away figure	Plays it by ear and makes it up as the negotiation proceeds.

- Do you know your target sale for this product/Service?
  - Do you know your walk-away price?



## SET APPROACH TO TRUSTFUL NEGOTIATION

Being trust worthy is not just about giving a great price or great discounts. It is about showing the value of your products and services and how they **MEET THE NEEDS OF YOUR CLIENT.**

Pre-Negotiation: **EXPLAIN**

**NEGOTIATION**

should only begin once you can make a **CLEAR OFFER** that meets the clients needs



# SET APPROACH TO TRUSTFUL NEGOTIATION

## EXPLAIN

Need	Authentic Trust	Artificial Trust
CLEAR COMMUNICATION	Establishes WHY the client wants the service/product and confidently states terms. No concessions are offered at first.	Does not take into account the clients needs. Tries to guess the client’s maximum budget and pitch the sale using discounts as a carrot.

### Pre-Negotiation Communication Guidelines

1. Establish why the client wants your services
2. Go for your target price
3. Do not offer concessions pre-negotiation

## SET APPROACH TO TRUSTFUL NEGOTIATION

Negotiation: **T**ARGET TRUST

**TRUST** in negotiations is always keeping your clients need **equal to your own**

A target with concentric circles in blue, red, and yellow. The word 'TRUST' is written in large, purple, 3D block letters across the center of the target. A hand is visible holding a pen, appearing to have just finished writing the word.

This requires **a change of attitude** in our negotiation technique. We must always keep in mind the feelings and ambitions of our counterpart.

A negotiation is not **a WAR to BE WON**. It is a **partnership to be CREATED**

# SET APPROACH TO TRUSTFUL NEGOTIATION

## TARGET TRUST

Need	Authentic Trust	Artificial Trust
INTEGRITY	Only negotiates necessary services and does not exaggerates benefits or downplay disadvantages.	Negotiates unnecessary terms. Unfairly exaggerates benefits and minimizes downsides

- Having integrity in a negotiation means only negotiating a fair deal.
- Do not negotiate things the client does not need or are a waste of time/money

# SET APPROACH TO TRUSTFUL NEGOTIATION

## TARGET TRUST

Need	Authentic Trust	Artificial Trust
GIVE AND TAKE	Gives AND Seeks fair concessions from a client when the sales person offers concessions.	Gives in all the time or is an unreasonable negotiator.

- Remember – this is a negotiation! You can ask for better terms from your client if they want better terms from you.
- For example, if they are asking for a discount, you might request cash payment etc.

# SET APPROACH TO TRUSTFUL NEGOTIATION

## TARGET TRUST

Need	Authentic Trust	Artificial Trust
FAIRNESS	Negotiates for win/win outcomes and walks away if cannot do what the buyer asks or the buyer cannot meet the sellers' needs.	Seeks victory and seeks a sale at any cost

- How many times have you walked away from a deal?
- Win/Win means the deal must be right for both parties.
- If you are seeking win/win, you will know when a deal is fair and the outcome serves the partnership you are entering.

## SET APPROACH TO TRUSTFUL NEGOTIATION

- STRATEGIZE
- EXPLAIN
- TARGET TRUST

### ACTION PLAN

What TWO negotiation improvements do you commit to working on in the next 7 days?

## SET APPROACH TO TRUSTFUL NEGOTIATION

- STRATEGIZE

1. Plan your sales target and walk away conditions

- EXPLAIN

2. Establish the clients needs and don't quote or offer discounts in your initial pitch

- TARGET TRUST

3. Have integrity – don't exaggerate or downplay

4. When asked for concessions, ask for concessions!

5. Walking away is a negotiation strategy





Thank You