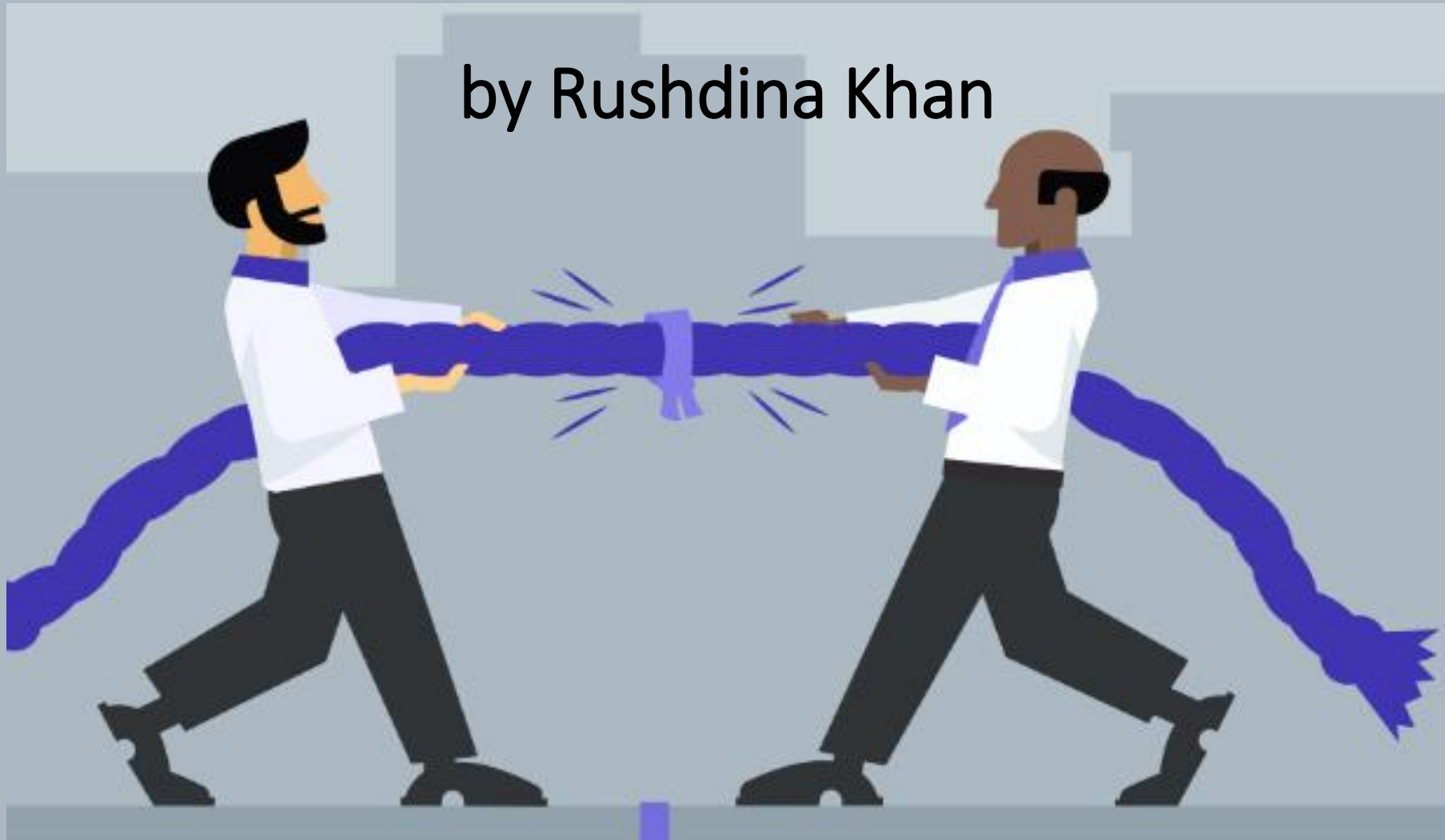


# Negotiation Skills

by Rushdina Khan





**Assess the  
requirement  
of the other  
party**



Do a little research  
before you start

Make Your Offer  
Powerful and  
Realistic



**Aim toward  
a win-win  
deal**





- *Not overwhelm my buyer with too many options in my zeal to get one that my prospect would accept*
- *Shape three equivalent offers that reveal what my company values and uncover my buyer's priorities*

# Techniques to Strengthen Your Negotiation

- *Word the proposal to establish a default agreement with phrases such as, “Let me know if you disagree”*



# STRENGTH

- *Express “no” in a positive way and have a “Plan B” in my back pocket*
- *Shutdown competitive offers for a specific period of time*

