

NEGOTIATE

7

Negotiation is simply working out the problems that keep people from buying – when they *want* to buy.

It isn't doing tricks or gimmicks to fast-talk someone into saying yes. It's an integrity process where both sides sit down to work out the problems that might block the purchase.

If, when you get through the Demonstration Step, you encounter strong objections or indecision, it means one or more of these problems:

1. You didn't really understand your people's needs, or
2. They don't really perceive having a need, or
3. They aren't really looking for a solution, or
4. You haven't shown them what they think they need, or
5. They don't have confidence in you, or
6. They have other agendas or loyalties that you never understood.

In other words, in AID, Inc.® language, you haven't approached, interviewed, demonstrated or validated.

So, you don't have a closing problem, you have another one – you haven't completed the previous steps of the system.

You'll learn how to identify the problem, and how to hopefully solve it, in a moment.

NEGOTIATION ACTION GUIDES

1. Find out what concerns or objections remain.
2. Welcome and understand objections.
3. Identify and isolate specific objections.
4. Discuss possible solutions – ask for their opinions for best solutions.

GET PEOPLE'S REACTION TO YOUR PRESENTATION

When you've made your presentation and answered people's questions about it and they completely understand the goals they'll receive and how much it'll cost, it's now time to ask for their reaction. It's time to ask how they feel about it.

Now, to bring us up to date, we left off in the Demonstration Step with you asking, "What questions do you have about this?"

Thoroughly answer each question they ask. If they don't ask, but you think they still have concerns or if there are some questions you'd ask were you in their shoes, then you bring them up.

You might bring up a question like this:

"Now if I were in your shoes, I'd probably be concerned with whether this (whatever you think unanswered questions might be)."

In other words, you bring up concerns, questions or objections you *think* they might be having but aren't telling you.

"Why would I want to bring up negative responses?" you might ask. Because, if your prospective client is thinking them but not expressing them, you're in trouble. Until you get concerns out into the open, they can block a sale.

Don't be afraid of negative responses; be thankful for them. It means that you are removing walls that would probably otherwise block you. Negative thoughts, openly expressed, are very helpful and productive. They often disappear when voiced.

ASK FOR AND WELCOME OBJECTIONS

In order to find out what a person is thinking, you need to ask *trial-closing* questions. Trial-closing questions are ones that call for *opinions* – not *decisions*.

Remember, you began asking these in the form of demonstration-response questions in your presentation. They were "How do you like this?"

or "What do you think of this feature?" Then, further on, your trial-close questions became more focused, like, "What concerns do you have now?"

A stronger trial-closing question, after you've finished with your presentation and after all their questions have been answered, is *"Is there anything we haven't covered that concerns you?"*

As you ask this trial-close question, wait for their response to tell you where you are.

You'll often get objections. "We can't afford the cost," or "We want to think about it," or "We want to check with another company."

As you get objections, problems or concerns, welcome them. Psychologically, this is the best action to take. To be defensive or argumentative is the worst thing you can do.

Objections or concerns usually show interest and, when handled effectively, can smooth your way into the close.

As you welcome objections, remember that your body language will scream messages to people. Tensing up, turning or leaning into them may communicate silent aggressive messages that soak through and do their damage in people unconsciously.

When you get objections, show open gestures. Lean back in your chair, smile, nod your head up and down. These actions soften objections.

Usually your body language will be right when your attitude is right – when your mind set is, "I want to understand how you feel." And, "I want you to completely understand the benefits of what I'm offering."

Please take a moment and assess some of your own body language. What do you do, that you may or may not be aware of, that communicates silent messages to people?

1. _____

2. _____

3. _____

4. _____

Now, for a moment, write down some positive body language that you can use when in a negotiation setting.

1. _____

2. _____

3. _____

4. _____

THE FEEL, FELT, FOUND FORMULA

One of the most powerful strategies for dealing with concerns, objections, problems, or even positive responses at this point is to use the “Feel, Felt, Found Formula.”

Here’s how it works. When you get a response to your question, “*Is there anything we haven’t covered that concerns you?*”, look at your prospective client and use this response:

Feel - “I understand how you *feel*... the cost isn’t insignificant...
(repeat their objection)

Felt - “Other people have *felt* the same way...”

Found - “Until they *found* that their overall efficiency went up 16%, which translated into many thousands in new profits.”

Here's another:

Feel - "I understand how you *feel*. . . there are probably many things you'd rather spend your money on . . .

Felt - "Other people have *felt* the same way...

Found - "Until they *found* that there just wasn't any way they could survive without this protection should they become disabled and unable to work . . ."

Now, let's take a moment and let you practice with this handy formula. To do so, first write down the three main concerns or objections you commonly hear.

Concerns or Objections

1. _____

2. _____

3. _____

Then work these same objections or concerns through a Feel, Felt, Found process.

Practice Session 1

A. *Feel* - "I understand how you *feel*... (paraphrase what they said)

B. *Felt* - "Other people have *felt* the same way..."

C. *Found* - "Until they *found* (write what they found that changed their minds)." _____

Practice Session 2

- A. *Feel* - "I understand how you *feel*... (paraphrase what they said)

- B. *Felt* - "Other people have *felt* the same way..."

- C. *Found* - "Until they *found* (write what they found that changed their minds)." _____

Practice Session 3

- A. *Feel* - "I understand how you *feel*... (paraphrase what they said)

- B. *Felt* - "Other people have *felt* the same way..."

- C. *Found* - "Until they *found* (write what they found that changed their minds)." _____

Now, you're getting the hang of it. With practice, this can become a natural response for you to give anytime you get objections or concerns expressed.

Often you can't think fast enough to go all the way through the *Feel*, *Felt*, *Found* parts. You can, however, always remember the first part – "I understand how you *feel*..."

After saying this, you should always argue people's cases for them. In other words, tell them *why* they should be concerned. Tell them *why* they have a right to have an objection.

Look at these examples of “arguing people’s cases” for them.

Feel - “I understand how you *feel*... the payments are significant! And there are probably many things you’d like to spend your money on...”

Feel - “I understand how you *feel*... you want to take your time in making a decision! You shouldn’t feel rushed into making decisions.”

Feel - “I understand how you *feel*... you owe some loyalty to another company. You should do business with someone you trust and have confidence in...”

When you “argue people’s cases” for them, you often neutralize their objections. You set up a non-combative response by agreeing with them and often this removes barriers. It’s one of the most powerful strategies you can use in dealing with concerns or objections.

IDENTIFY SPECIFIC OBJECTIONS

Your goal is simple! Identify any or all objections people have. Get them out into the open. Get people verbalizing them and admitting them.

Often when they tell you their concerns, these concerns vanish. But even if that doesn’t happen, it gives you a chance to give a positive response to your prospective clients.

Only when their real objections are fully admitted by them and understood by you can you deal with them.

Many salespeople skirt or dodge potential negative responses, but good ones get them out and confront them.

Once you’ve identified the specific objections, get agreement that these are the only ones. Ask:

“In addition to your concern about (repeat their concern), are there any other problems we need to discuss?”

If other problems come out, deal with them. If they don't, then zero in on the admitted one.

Here's a great field-tested way to identify the main concern or reason for putting off a decision.

PROSPECT'S

RELUCTANCE: "It looks good, but I want to think about it."

YOUR RESPONSE: "You know, _____, I can certainly understand how you feel. As a matter fact, a lot of my other clients felt the same way. But when they usually say that, it's either because I didn't fully explain the recommendation and I confused them, or we missed their budget.

"Does one of these concern you? Is it the product itself that you have questions about, or is it mainly the cost that concerns you?" (now wait for an answer)

USE THE AID,INC.® SYSTEM TO SOLVE YOUR PROBLEM

It's when you have a problem or logjam, when your prospect isn't willing to close, that you can mentally go back and troubleshoot with the AID,Inc.® system. To troubleshoot with the system, ask yourself these questions:

1. "Do these people trust me and feel comfortable with me?"
2. "Have they admitted strong needs for what I can do for them?"
3. "Have I understood their needs adequately?"
4. "Have I presented the product or service that they think is right?"
5. "Do they fully understand the value and end-result benefits they'll receive?"
6. "What decision time frame are they comfortable with?"

7. “Can they afford what I’ve offered them?”

8. “What other information can I ask them?”

Analyze this and you’ll discover that we’ve simply retraced the AID,Inc.® system. We’ve gone back and double checked each step to make sure we completed it.

DISCUSS POSSIBLE SOLUTIONS

When problems or objections come up, you’ll need to be prepared to react appropriately. Assuming that most of your objections will revolve around the cost, wanting to wait and think it over, or wanting to check out other companies’ prices, you can best respond by first asking:

“I understand how you feel... are these benefits you want?”

If they say they are, then ask:

“Then how do you think we can best work out this problem? What options do you see?”

Draw them out and get their opinion. Put the ball in their court.

If they’re not willing or able to work out their objection or concern, then you probably can’t do it with all the persuasion you can offer.

What happens when you *can’t* get past their objections? Let’s face it... this can happen.

You’ll get stalls, objections, concerns and problems expressed by people. The more experience you have, the less you’ll probably get because of your rapport with people.

But, again, you can expect stalls, objections or concerns to be expressed. You must not be afraid of them or even view them in a negative light. People just don’t always follow a logical course of action – at least they don’t always do what we want them to do.

WHEN TO BRING OUT “WHY” QUESTIONS

In the earlier parts of your interviews and presentations, it's often too threatening to ask “why” questions. Some people don't like being asked them.

But when you have rapport with people, you've identified and agreed upon goals and needs, the person is really sold but is reluctant to make a decision, what do you do?

Or when people are sold and, being afraid of making decisions, they throw out stalls or weak objections. It may be because they need reassurance. In your demonstration, validation, and negotiation, always give plenty of reassurance. Tell them that this is the smart thing to do and that they'll be proud they made this decision.

If after reassurance, a person still stalls, it's time to ask the “why” questions.

Here are some examples:

Prospect: “Oh, let me think about it... it is a lot of money!”

You: “I understand... but let me ask you, why do you want to think about it?”

“You can put it off... but you still have a problem! Isn't that correct?”

Prospect: “I know I need to make a decision, but well, I want to check around and make sure I'm getting the best deal.”

You: “I understand... getting a good deal is important, isn't it?”

“But, let me ask you, **why** do you think this isn't the best deal you can get?”

In your negotiation, if you've successfully covered the AID,Inc.® steps, when people want and need what you have but are still hesitant and give you weak excuses, look straight at them and ask, “Why?”

HOW YOU'LL KNOW WHEN YOU'VE DONE THIS STEP

1. You have carefully gotten all negative thoughts or feelings to the surface.
2. You have listened to their problems, objections or concerns without bias.
3. You understand their problems, objections, and concerns and have used the "Feel, Felt, Found Formula."
4. You help them work out their problems, objections, or concerns.
5. They want to work them out.
6. They're satisfied with agreed upon solutions.

IMPORTANT POINTS TO REMEMBER ABOUT NEGOTIATION

1. Negotiation is simply finding out what stands in the way of making a decision – when people want to make one.
2. Negotiation is never manipulative or using tactics or gimmicks in order to force a person to say yes.
3. A concern that is admitted and discussed by a person usually diminishes in intensity.
4. Keep your body language positive and open when people express an objection or concern.
5. Welcome objections.
6. Learn the "Feel, Felt, Found Formula" and practice, practice, practice.
7. Learn to "argue people's cases" for them. Tell them why they have a right to their concerns.
8. Listen for tips that reveal people's decision time frame. Many people just don't make quick decisions.
9. Get your people involved in solving their own problems.
10. Liberally use trial-close questions to understand what people are thinking.

**NEGOTIATION
SELF-EVALUATION SHEET**

Please answer the following questions, after reading the negotiation section.

- 1. What have you learned about negotiating with people from this segment?
 - a. _____
 - b. _____
 - c. _____
 - d. _____

- 2. What are your strengths in this step?
 - a. _____
 - b. _____
 - c. _____
 - d. _____

- 3. What areas do you need to strengthen within yourself in this area?
 - a. _____
 - b. _____
 - c. _____
 - d. _____

- 4. Now, *before proceeding to the next chapter*, make an appointment to visit with your manager or with the program coordinator to discuss your responses written above.