

# Sales Techniques: Two Keys to Better Negotiating

## Video Script



For many people, a “negotiation” comes out of nowhere like a beach ball they didn’t see coming. Don’t start your next negotiation at the beach ball moment; follow the advice in our video and ensure your future negotiations start early and add value. [Go to Clarity’s Video Sales Tips](#)

Hi, Nick Miller, Clarity Advantage, welcome back. This time, two keys to better negotiating.

First: start early. For many people, a “negotiation” comes out of nowhere like a beach ball they didn’t see coming.

All of a sudden, it’s time to negotiate, and the usual place THAT starts and ends is on price because, as far as the other person is concerned, everything else has been settled.

If we begin negotiation at the beach ball moment, we have missed earlier opportunities to find out more broadly about our counterparty’s objectives, preferences, and negotiation styles, or how they might structure their priorities and concessions. Typically, we would develop those insights through conversations leading up to the beach ball moment, not at the beach ball moment, itself. So, explore early.

**Second, take a broad view of value.**

Again, at the beach ball moment, it’s very difficult to add value.

Negotiation, usually, has to do with giving up value to reach a conclusion. So, we want to look for ways to help the other person either in their business or more broadly, building up an inventory of “value points” that we could trade or concede once negotiations start.

For example, our ability to make a sought-after introduction for a client, spouse, or child.

**So, start early, think broadly, and develop an inventory of value points that we can trade or concede to reach conclusions.**

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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