

12.5 CRITICAL FACTORS FOR NEGOTIATING

1. Sell first-
Negotiate second

2.
Negotiate
only after 2
rejections

3. Only
negotiate with the
decision maker

4.
Know
their
needs

5.
Uncover
their
decision
timeline

6.
Know their
value of
money

7. Be comfortable
walking away

8. Never ask.
Only tell

9. Use
time to your
advantage

10.
Leverage
emotions

11.
Use silence
to your
advantage

12.
Limit what
you put in
writing

12.5
Be
confident!



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