

# 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!



**THE SALES HUNTER**<sup>®</sup>  
— MARK HUNTER —

402.445.2110 | Mark@TheSalesHunter.com  
www.TheSalesHunter.com