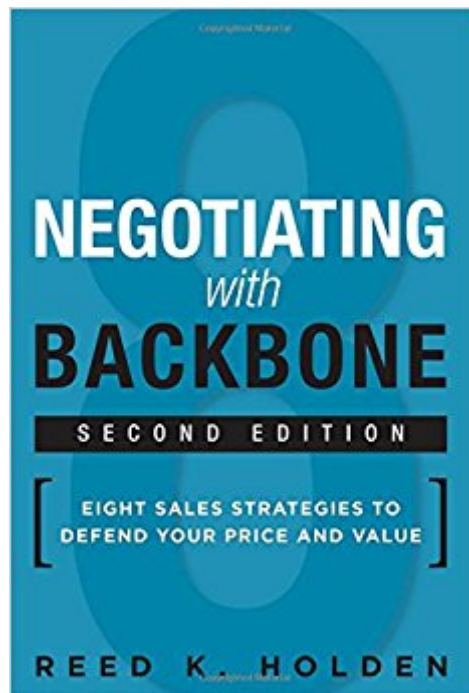


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# Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value (2nd Edition)



## Synopsis

B2B sales professionals: resist mindless discounting, level the playing field against tough procurement organizations, and close the deal on your terms! *Negotiating with Backbone, Second Edition* definitive guide for every sales pro facing the "procurement buzzsaw" and it's™s just been updated with even more powerful strategies and techniques! Where traditional purchasing managers negotiated, procurement officials seek to dictate, through multiple tactics with a single intent: to gain unprecedented discounts and concessions. Premier pricing strategist and sales consultant Reed K. Holden gives you the powerful new strategies and tactics you need to protect your margins and get the right deal. Holden guides you through recognizing what purchasing negotiators are really up to, keep value at the forefront of negotiations, and avoiding the mindless discounting that wrecks profitability. Holden details eight strategies for all types of pricing negotiations, including approaches for negotiating with price buyers, relationship buyers, value buyers, and poker players, reverse auctions, and much more. In this Second Edition, he offers extensive new coverage of establishing your foundation of value, and developing crucial give-get options, including value-added services. This book will be an invaluable resource for every B2B sales professional, customer-facing professional, and every executive responsible for leading successful sales organizations.

## Book Information

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## Customer Reviews

I have attended a one-day workshop with Mr. Holden, while reading this book. I found both are complimentary to each other, hence it would be unwise to ask someone to read only this book and

develop negotiation skill. Having said that, this is perhaps one of the most easy-reading book on an important professional topic I have seen so far. The book is concise, less than 200 pages, and I could finish it in one sitting. The book contains 10 chapters overall, starting with setting the context and ending with the reality of negotiation. In between, the book describes the four different types of customer behaviors - price buyer, relationship buyer, value buyer, and poker player. The book also covers the essential topics like give-gets, bluffs, and signs of a losing game. What the reader needs to keep in mind is that the book only covers the negotiation with the procurement personnel, the people who keep their job by reducing price only. Quite often, we tend to mix our give-gets for the technical buyer (or true beneficiary) with the give-gets for a procurement personnel. It's important to be clear in mind about the context of this book. The book generally assumes that managing the business buyers (or technical buyers) satisfied would be a key to winning the final negotiation. That may not be the case always. In reality, there are instances where the final buying decisions get hijacked by procurement personnel leaving the technical buyer little influence. There are also instances, where the technical buyers (or end beneficiaries) collaborate with the procurement personnel extensively and pull up an excellent poker play. Finally, big family businesses usually keep the big decisions to themselves, no matter how strong or large the procurement personnel may be.

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