

# **NEGOTIATING** *with* **BACKBONE**

[ EIGHT SALES STRATEGIES TO  
DEFEND YOUR PRICE AND VALUE ]

**REED K. HOLDEN**

# Negotiating With Backbone Eight Sales Strategies To Defend Your Price And Value

**Gerald Smith**



## **Negotiating With Backbone Eight Sales Strategies To Defend Your Price And Value:**

*Negotiating with Backbone* Reed K. Holden, 2012-05-16 Sales professionals now confront the most serious threat to their success. Regardless of their size, industry, country, customer type, nature of the relationship, or amount of value they provide, sales professionals are finding that purchasing decisions are increasingly being limited by procurement. The modern procurement function is purchasing on steroids. Where traditional purchasing managers negotiated, procurement officials attempt to dictate. Procurement deploys a variety of tactics designed to do one thing: gain unprecedented discounts and concessions out of even the most sophisticated sales professionals. This book is a strategy guide for salespeople to help them level the procurement playing field by showing readers how to assess the game procurement plays, describing proven ways to resist discounting and protect margins, demonstrating ways to keep value at the forefront of negotiations, offering targeted tactics to protect hard-earned profits from mindless discounting, and detailing eight strategies effective in any type of pricing negotiation. This book will be an invaluable resource for B2B sales professionals, customer-facing professionals, and executives responsible for leading successful sales organizations.

**Negotiating with Backbone** Reed K. Holden, 2015-09-21 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 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, keeping 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.

**Negotiating with Backbone** Reed K. Holden, 2016 *Negotiating with Backbone* Reed K. Holden, 2012 Offers strategies and advice on retaining pricing power for business-to-business salespeople who have to negotiate with procurement departments.

**Getting Price Right** Gerald Smith, 2021-10-12 Winner 2022 Leonard L. Berry Marketing Book Award American Marketing Association. How do leaders, managers, and proprietors go about the essential task of setting prices? What biases enter into this process, and why? How can a business debias its price setting to become more productive, strategic, and profitable? Combining perceptive insights from behavioral economics with leading-edge ideas on price management, this book

offers a new approach to pricing Gerald Smith demonstrates why understanding reframing and refining everyday pricing processes a firm's or manager's pricing orientation results in a better long term pricing strategy He explores how pricing actually happens in practice and shows how to identify and remove the psychological blinders that cause suboptimal decisions and policies Smith details how to improve pricing orientation by combining the soft behavioral skills that intuitively shape and refine pricing practice with the hard analytic skills that guide and structure pricing strategy The result is more rational and more profitable pricing with respect to not only revenue and profitability but also employee productivity and customer satisfaction Offering an accessible and actionable model Getting Price Right is the first book to apply behavioral economics to managerial price setting It is a must read for corporate business leaders thought leaders and professionals interested in advances in pricing and for managers entrepreneurs proprietors and small and midsize business owners whose everyday work involves pricing

**Pricing with Confidence** Reed K. Holden, Jeet Mukherjee, 2022-10-11 Navigate Inflation Keep Valuable Customers Increase Profits As you read this inflation is steadily and not so slowly eating into your profit margins Simultaneously your sales teams are using discounts and rebates as crutches to help them close sales even as this habit threatens the profitability of your business In the newly revised second edition of Pricing with Confidence Ten Rules for Increasing Profits and Staying Ahead of Inflation world renowned pricing consultants and thought leaders Reed K Holden and Jeet Mukherjee deliver a compelling argument against the conventional view that there is a tension between revenue growth and profit growth In the book you'll learn how your firm can enjoy both even as it stays ahead of inflation The authors also explore The importance of a sound pricing strategy to protect profits How stellar analytics and quality metrics can help you set the perfect price Innovation as the life blood of organizational growth How to set sales team and customer expectations keep valuable customers and achieve value from technology Building your selling backbone to prepare for tough negotiations and draft profitable RFPs A can't miss update to one of the most valuable pricing resources on the market today Pricing with Confidence belongs in the libraries of pricing managers executives founders entrepreneurs independent professionals and anyone else expected to help their organization grow revenues while simultaneously improving margins

**Key Account Rock Stars** Marc Pettersson, 2024-05-09 Key Account Rock Stars Raising Your Volume by Lowering Your Decibels brings fresh new thoughts to the topic of Key Account Management This book reveals the secrets of how to successfully engage with customers and how to become organizationally savvy plus practical tools for succeeding on the job It is written for the practitioner and takes readers through the soft sides of the job which is exactly what is needed to succeed and achieve career fulfillment Account managers must keep the relationship fresh with creative ways to add value to the customers so customers remain genuinely satisfied with the relationship Losing a customer will always be a burden on the individual Key Account Manager whatever the reason for the loss Readers will Gain awareness of what a good customer relationship looks like Learn tools to solve issues and improve ways of working And most importantly learn how to succeed as

a Key Account Manager Remember the importance of customer centricity is higher than ever The decade long transition of the economy away from production towards services and the need to differentiate from the competition will certainly continue A company today that fails to engage with the customers will not succeed the era of making a good product and trusting it to sell itself is long gone [Learn Successful Sales and Negotiation Tips \(Collection\)](#) Reed K. Holden, Leigh Thompson, 2013-08-14 This book is a strategy guide for salespeople to help them level the procurement playing field by showing readers how to assess the game procurement plays describing proven ways to resist discounting and protect margins demonstrating ways to keep value at the forefront of negotiations offering targeted tactics to protect hard earned profits from mindless discounting and detailing eight strategies effective in any type of pricing negotiation Negotiating with Backbone brings together key insights actionable practices and state of the art tools for Resisting discounting and keeping value at the forefront of negotiations Implementing targeted tactics to protect hard earned profits Negotiating with price buyers relationship buyers value buyers and poker players The Truth About Negotiations Second Edition shares even more proven principles for handling virtually every negotiation situation Building on her widely praised First Edition Leigh Thompson delivers more than 50 real solutions for the make or break scenarios faced by every negotiator In this edition Thompson adds powerful new truths and techniques for negotiating across generations and cultures negotiating in virtual online environments and more Thompson Provides realistic game plans that work in any negotiation situation Focuses on the two key tasks of any negotiation how to create win win deals by leveraging information carefully collected from the other party and how to effectively lay claim to part of the win win goldmine Demonstrates how to handle less than perfect situations such as getting called on a bluff establishing trust with someone you don t trust recognizing when to walk away negotiating with people you don t like and conversely negotiating with people you love and who love you [Game Changer](#) Jean-Manuel Izaret, Arnab Sinha, 2023-10-17 The right pricing strategy can change the entire trajectory of a business a market and even society at large To help you create your best pricing strategy efficiently and confidently two leaders from BCG are introducing fresh perspectives on pricing that take you far beyond the realm of mind numbing numbers In their new book Game Changer How Strategic Pricing Shapes Businesses Markets and Society Jean Manuel Izaret and Arnab Sinha simplify and clarify pricing strategy by integrating its many frameworks and concepts into seven distinct pricing games each with its own proven tools rules forces and structures To help you pick the right game and play it well Izaret and Sinha have developed the Strategic Pricing Hexagon a tool refined through years of testing iteration and adaptation The Hexagon is your portal to a business world where stronger growth and better financial performance come from a set of strategic pricing decisions not endless myopic quests for optimal prices But more than that the Hexagon will change the way you think about and talk about pricing The current conversation around pricing as expressed through economics textbooks Excel spreadsheets political discourse and educated guesswork makes it easy to believe that pricing is nothing more than a

technical tactical and for most people boring game of numbers Game Changer changes that conversation by sharing stories and research that bring the Hexagon and its seven pricing games to life With research from BCG's Bruce Henderson Institute and real world examples from the world's most influential companies the authors and their colleagues at BCG define pricing strategy as a business leader's or business owner's conscious decisions about how money flows in their market They show how companies succeed in the long term when they focus on collaborative growth and value sharing with customers not zero sum value extraction from them Discover how you can create and implement a winning pricing strategy that changes the trajectory of your business your market and even society      Strategic Market Management Atindra Kumar

Biswas, 2018-01-17 How to Manage Market For Sustainable Profit and Growth This concise book is an attempt to answer this question by urging the business professionals to see and carry out the entire business from the perspective of customers The book provides step by step directions to business professionals how to find out the unmet or under met jobs of customers how to choose the market of interest and specific groups of customers for doing business with how to create and deliver winning customer value proposition for these customers through innovation and suitable business models how to navigate the business through product development branding sales and distribution under different kinds of market complexities including commoditization and globalization of markets and provide seamless experience to the customers The book ends with recommending ways to manage customer loyalty and profitability and steering the firm to the path of sustained profitable growth      **English for Business Communication** Loso Judijanto, Haryani Haryani, Apriyanto Apriyanto, Muh.

Yahya, Khusnul Khotimah, Lely Indah Kurnia, Titik Haryanti, Kadek Ayu Ekasani, Dwi Sulistyorini, Riza Amelia, Febria Sri Artika, Andi Hajar, Indrawaty Asfah, 2025-01-18 Buku English for Business Communication adalah panduan lengkap bagi pembaca yang ingin meningkatkan keterampilan komunikasi dalam dunia bisnis internasional Buku ini mencakup berbagai topik penting seperti penggunaan kosakata dan terminologi bisnis menulis email profesional melakukan panggilan telepon hingga berpartisipasi dalam rapat dan diskusi Pembaca juga akan belajar tentang presentasi keterampilan negosiasi serta cara menghadapi komunikasi lintas budaya Topik seperti komunikasi internal dalam organisasi layanan pelanggan dan surat menyurat bisnis juga dibahas secara rinci memberikan wawasan praktis yang relevan Selain itu buku ini membahas pentingnya etika dan hukum dalam komunikasi bisnis membantu pembaca memahami aspek profesionalisme dan kepatuhan Dengan latihan studi kasus dan contoh nyata buku ini dirancang untuk meningkatkan keterampilan komunikasi bisnis dalam berbagai situasi termasuk wawancara kerja presentasi dan negosiasi Buku ini sangat ideal bagi pelajar profesional atau siapa saja yang ingin berkomunikasi lebih efektif di lingkungan kerja global      **Negotiating with Tough Customers** Steve Reilly, 2016-06-22 A guide to holding your ground with hardball negotiators from a talented advisor with a rare ability for connecting people with ideas Patrick Lencioni bestselling author of The Five Dysfunctions of a Team Negotiation is the middle ground between capitulation and stonewalling a back and forth between two parties trying to reach agreement If a

price or other term is non negotiable there is no give and take just take it or leave it You may think you are negotiating but if the other side isn't playing you aren't either Regardless of the industry situation or product the two most common mistakes negotiators make are 1 they give ground too easily and 2 they get nothing in return When dealing with tough customers it is even more important to be able to defend your position and bargain for reciprocal concessions Negotiating with Tough Customers provides proven methods for holding your ground against seemingly more powerful negotiators But it goes further making sure that when you do give ground you get equal or better value in return Using a cooperative collaborative approach in a hardball negotiation just doesn't work Tough negotiators will play win win but only if they have nothing to lose Negotiating With Tough Customers will make you a better salesperson by making you a better negotiator and vice versa

**Is That Your Hand in My Pocket?** Tom Parker, Ron J. Lambert, 2008-06-21 Are your customers picking your pocket Tired of closing or losing deals that are all about price Feel like you've been out smarted and out maneuvered by your customers Is That Your Hand in My Pocket teaches you how to hold your own when you are up against purchasing and procurement pros You will learn how to Deal with the bullies the screamers and the intimidators Recognize and respond effectively to buyer tactics Read important non verbal signals for insights into what the buyer is really thinking Choose the negotiating style most likely to get the deal that you want Understand gender differences in negotiations Get and hold on to power Passing along to you the same skill sets techniques and strategies that have saved their Fortune 1000 clients over 2 billion authors Ron Lambert and Tom Parker teach you how to hold your own with buyers who are interested only in their bottom line *Gain the Edge!* Martin E. Latz, 2004-05-10 A former negotiator for the White House offers a practical nuts and bolts guide that takes readers from theory to hands on techniques on how to negotiate effectively *Price Objection Handling Made Easy* Roman Kmenta, 2023-01-15 Too expensive Do you keep hearing that in price negotiations In this book you will find 118 answers to price objections so that you will never be speechless again You can always find the right answer to your objections The scope ranges from cheeky to convincing from reasonable and calculated to humorous But in any case profitable With this book you will always find the right answer to objections in price negotiations learn new negotiation techniques and methods of dealing with objections learn to use psychological tips and strategies effectively in price negotiations make your negotiations more successful achieve better results in price negotiations have more fun negotiating prices Reader's Comments From pragmatic to emotional cheeky and particularly applicable to various industries and situations Sales is often about reframing and eloquence You notice that the long list is the result of a wealth of experience that has no equal Top I have already attended many expensive seminars and received far fewer practical sayings I am cheeky innovative courageous and self confident in selling its value Rarely laughed so much and learned so much INKED Jeb Blount, 2020-01-07 Learn powerful closing and sales negotiation tactics that unlock yes and seal the deal Each year sales professionals leave billions of dollars on the table because they are out gunned out maneuvered and out played by savvy

buyers who have been schooled in the art and science of negotiation Because today's buyers have more power than ever before more information more at stake and more control over the buying process they almost always enter sales negotiations in a much stronger position than the salespeople on the other side of the table The results are sadly predictable salespeople and their companies end up on the losing end of the deal In this brutal paradigm if you fail to master the skills strategies and tactics to go toe to toe with modern buyers and win at the sales negotiation table your income and long term earning potential will suffer along with your company's growth profits and market valuation In his new book **INKED The Ultimate Guide to Powerful Closing and Sales Negotiation Tactics that Unlock YES and Seal the Deal** Jeb Blount levels the playing field by giving you the strategies tactics techniques skills and human influence frameworks required to become a powerful and effective sales negotiator In his signature straightforward style Jeb pulls no punches He slaps you right in the face with the cold hard truth and lays bare the reasons why you keep getting beaten by buyers who have been trained in how to play you Then he teaches you exactly what you need to know do and say to gain more control and more power over the outcomes of your deals and WIN You'll learn Seven Immutable Rules of Sales Negotiation Why Win Win Usually Means You Lose The One Rule of Sales Negotiation You Must Never Break How to Leverage the Powerful MLP Strategy to Bend Win Probability in Your Favor The ACED Buyer Persona Model and How to Flex to Buyer Communication Styles Seven Principles of Effective Sales Negotiation Communication How to Leverage the DEAL Sales Negotiation Framework to Control the Negotiation Conversation and Get Ink How to Gain the Advantage with Comprehensive Sales Negotiation Planning Strategies and Tools Powerful Negotiation Psychology and Influence Frameworks that Keep You in Control of the Conversation How to Rise Above the Seven Disruptive Emotions that are Holding You Back at the Sales Negotiation Table How to Protect Yourself from the Psychological Games that Buyers Play With these powerful tactics in your sales arsenal you will approach sales negotiations with the confidence and power to take control of the conversation and get the prices terms and conditions that you deserve **INKED** is the most comprehensive Sales Negotiation resource ever developed for the sales profession Unlike so many other negotiating books that ignore the reality sellers face in the rapid fire real world of the sales profession **INKED** is a sales specific negotiation primer You'll learn directly from one of the most sought after and celebrated sales trainers of our generation Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting* *Sales EQ* and *Objections* Jeb Blount's **INKED** puts the same strategies employed by his clients a who's who of the world's most prestigious organizations right into your hands

*How to Sell Anything to Anyone* Reid Enright, 2017-05-28 Knowing how to expertly negotiate and close deals is crucial to success in business Fast track your sales and negotiation training with this easy to read collection of over 50 tried and true negotiating and closing strategies and tactics complete with clear step by step instructions Applicable across all commerce and communication platforms analog and digital these foundational techniques are the basis for all modern sales strategies and tactics Master your favorites to increase client satisfaction with your services elevate your lead

closing average earn more referrals have more fun and make more money      **Myers Barnes' Secrets of New Home Sales Negotiation** Myers Barnes, 2011-10 Learn how to achieve Yes every time In this innovative playbook for success Myers Barnes delivers a fresh transformational approach to negotiating that slices through every obstacle from the price phobias to extreme bargain hunters Overcome the need to concede your position by applying Myers field tested strategies proven to deliver success with even the toughest buyer Guaranteed you ll learn how to Power past price resistance Overcome your pesky competitors deals discounts and incentives Negotiate global selling homes to anyone from any culture Vaccinate yourself against every known objection Apply killer persuasion strategies that close sales like clockwork Discover and AVOID the biggest mistake that even hardcore new home salespeople make in their presentations Tap into today s sales strategies that expand the bottom line Giving in is giving up Whether you re new to selling or a seasoned professional Myers Barnes Secrets of New Home Sales Negotiation will unleash your potential to dramatically increase your income expand the profitability of each sale and build a following of satisfied customers      **Negotiating Sales** ,      *Negotiation Skills for Sales Professionals* Sorin Dumitrascu, 2017-05-28 What clinches a successful sale Smooth talk a warm smile and a firm handshake might make a good first impression but clever businesspeople are more concerned with the value you have to offer them Making a mutually beneficial deal requires careful preparation before you start the negotiation process Potential customers are more likely to buy from suppliers who understand their needs and have all requisite information at their fingertips A first step in negotiating successfully is understanding the difference between selling and negotiating A sale is simply a transaction between seller and buyer and is the result of closing a deal Negotiation however involves defining the terms of the deal who gets what in exchange for what A good negotiator will be able to work out the best possible deal with any given client and product Successful sales negotiations involve identifying and building on areas of agreement and they can help you build lasting mutually beneficial relationships with customers In this book you ll learn why it s important to use a systematic sales negotiation process when it s relevant to use this process and what the stages in the process are You ll also learn more about the first stage in the process which is preparing properly before negotiation begins An important activity in the preparation stage is to determine objectives for a negotiation including yours and those of your customer Once you ve done this you can prepare the concessions you re willing to make in the book of negotiating This involves weighing what you can afford to offer the other party against what you hope to get In this book you ll learn more about each of these activities and how to approach them Ultimately this book will equip you to complete the first steps in making effective long lasting and profitable sales agreements with your customers Consider a sales manager at a small graphic design company who s competing for projects with other design companies in the same city Whenever he meets with a potential client he names a higher price than his competitors and refuses to bargain Needless to say he fails to attract new clients and the design company goes out of business The sales manager should have realized that successful sales negotiations are about give and take or what s

called the careful exchange of value. By nature a sales negotiation involves two parties with different goals trying to reach a mutually acceptable agreement. With good negotiation skills you will be able to facilitate this process and ensure you and the other party reach agreement. You will also be able to influence the proceedings so that the outcome is more favorable to you than to your negotiation partner. The four stages of the sales negotiation process are preparation, presentation, value exchange, and closing. This book focuses on value exchange. It covers the ways you can get the best possible deal for yourself because you will know more about the what, when, and how of value exchange. In this book you will learn strategies to ensure a desirable outcome from a value exchange and what concessions to offer to convince the other party to agree to the deal. You will also learn when to offer concessions. Poor timing can negatively affect the outcome of a negotiation. By learning how to best offer concessions you will be in a better position to negotiate the best possible deal and achieve your sales objectives.

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