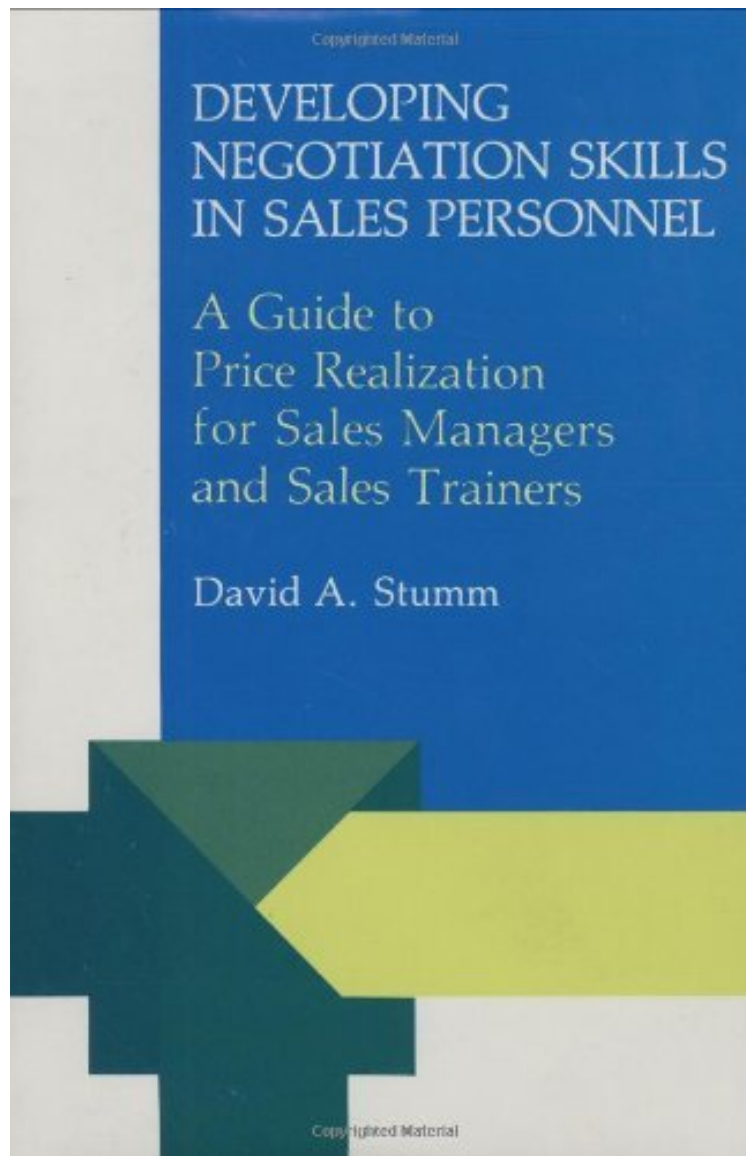


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## Developing Negotiation Skills in Sales Personnel: A Guide to Price Realization for Sales Managers and Sales Trainers

*David A. Stumm*

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## Sales Trainers:

While sales negotiation is traditionally considered a formal process conducted by teams of buyers and sellers, this handy reference recognizes that negotiating strategies and techniques are actually required in many instances in day-to-day selling activities as well, and provides advice geared to the salesperson's specific daily needs. The chapters present material in a factual, step-by-step manner so it is easy to assimilate. The work commences with an overview of the role and importance of skillful negotiation strategy in sales, provides insight into the buyer's perspective, and treats the strategic and psychological aspects of the interaction. It then focuses on the negotiation tactics which are essential for the effective preparation, application, and closing of a sale. While these concepts and skills are recognized as part of the formal negotiation process, Stumm argues that most sales negotiations occur instead in daily informal conversations and presentations, and he shows the reader how to recognize and use these situations for negotiating advantages.

About the Author DAVID A. STUMM has 20 years of sales management experience and was instrumental in founding the sales consulting and training firm of Barnes McHugh Company.