



## The 20 Most Common Mistakes In Negotiation

## Ideas To Help You Negotiate More Effectively

### The 20 most common mistakes in negotiation:

1. Failing to prepare effectively for negotiation. Most salespeople don't spend enough time on planning and preparation.
2. Underestimating your own power and assuming the other party knows your weaknesses and strengths. Begin by setting an agenda for the negotiation. Be assertive.
3. Being intimidated by the status of the person with whom you are negotiating. Most salespeople are intimidated by assertive buyers.
4. Concentrating on your problems rather than those of the other party and forgetting the other side has things to gain from agreement as well as yourself.
5. Having low aspirations for yourself. Aim high in negotiations. Aiming too low with your opening bid is a common fault.
6. Giving too much credence to time deadlines set by the other side. This is a negotiating tactic designed to force you into making quick decisions.
7. Talking too much and failing to listen effectively. The most effective negotiators ask 3 times more questions before trading concessions.
8. Believing everything the other side says about you, your service, your competition etc. Rubbishing your service is a well-known negotiating tactic.
9. Being forced into discussing price too early in the negotiation. You have to be assertive and present price when you are ready.
10. Accepting the first offer and giving away concessions for nothing.
11. Conceding on important issues too quickly. Many salespeople make concessions too easily which raises the other sides' expectations.
12. Failing to make concessions conditional on final agreement being reached and making concessions before knowing all the other sides' demands.
13. Making concessions of equal size to those on offer.
14. Paying too much attention to 'price' rather than 'value'.
15. Discussing issues for which you are not prepared. If you need more time, ask for it.
16. Being inflexible. The best negotiators will always explore alternatives.
17. Losing sight of the overall agreement when deadlock is reached over minor issues.
18. Responding to a high demand with a counter offer instead of challenging the validity of the high demand.
19. Feeling deadlock is only unpleasant for you and not the other party. Salespeople like to be friends with their customers. Trying to be liked during the final stages can be non-productive.

20. Being intimidated by "This is my final offer!" or "If you don't agree to my terms we will not reach agreement". Again this is a well-known negotiating tactic.

Until next time... happy selling!

Sean



Sean McPheat  
Managing Director  
MTD Sales Training

## About Us



MTD, the sales training specialists, has been working with a **wide variety of clients** (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over 23 different countries to over 2,500 different organisations.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, **tailor made** sales training courses (1-5 days duration)
- **Open courses** (Delivered throughout the UK at various locations)
- Ongoing sales development **programmes** (From 5 days to 2 years)
- **Blended** learning solutions (online and offline)
- Sales **coaching** (With Sales Directors or Sales Executives)

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior sales roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

## Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we **help your sales peoples to embed and implement the learning** after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



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## MTD Have Worked With...

**Credibility and trust** are two important factors when selecting an external training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have delivered training to over **2,500 different organisations** that include:

