

Negotiating With Backbone Eight Sales Strategies To Defend Your Price And Value 2nd Edition

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With 2015 just begun, it is an appropriate time to improve your skills, and “Negotiating with Backbone” is an excellent way to polish your business-to-business selling skills. If you are a seasoned sales person, you will be refreshing skills you already possess, and you will, undoubtedly learn important new techniques.

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This chapter is from the book Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value Learn More
□ Buy The toughest challenge that business-to-business sales professionals and leaders face today is dealing with the margin-draining games played by the economic or procurement buyer to gain additional discounts.

Bing: Negotiating With Backbone Eight Sales

You’ll find them in Negotiating with Backbone, Second Edition. Premier pricing strategist and sales consultant Reed K. Holden will help you identify what purchasing negotiators are really up to, protect your margins, keep value at the forefront of negotiations, and protect hard-earned profits from mindless discounting.

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Negotiating with Backbone is an experiential initiative for customer-facing teams to prepare and practice price and value conversations to use throughout their sales cycles, and specifically over the course of tough negotiations. The goal is to arm salespeople and leaders with the knowledge and tools to effectively identify buyer behaviors and use battle-tested tactics to negotiate with procurement to realize higher prices.

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“Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value” by Reed K. Holden is a very good book for those in procurement. The negotiating strategies presented in this text focus on the selling model that the author teaches. It is a very good model for those working in this field.

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Negotiating with Backbone, Second Edition definitive guide for every sales pro facing the “procurement buzzsaw” – and it’s

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Negotiating with Backbone : Eight Sales Strategies to ...

Negotiating with Backbone : Eight Sales Strategies to Defend Your Price and Value (Paperback) by Reed K. Holden (2012, Trade Paperback)

Negotiating With Backbone Eight Sales

Holden, Reed K. Negotiating with backbone : eight sales strategies to defend your price and value / Reed K. Holden.

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Negotiation Training for B2B Sales Teams

Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value. Negotiating with Backbone. : Sales professionals now confront the most serious threat to their success. Regardless...

Negotiating with Backbone

Eight sales strategies and numerous techniques to help sales professionals close the deal on their terms. Resist mindless discounting! Learn powerful new positioning, sales, and negotiation techniques for defeating the "procurement buzz saw". Level the playing field, and restore pricing power and confidence.

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Chapter 8 Negotiating with Poker Players ...

Holden, Negotiating with Backbone: Eight Sales Strategies ...

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"

Negotiating with Backbone: Eight Sales Strategies to ...

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