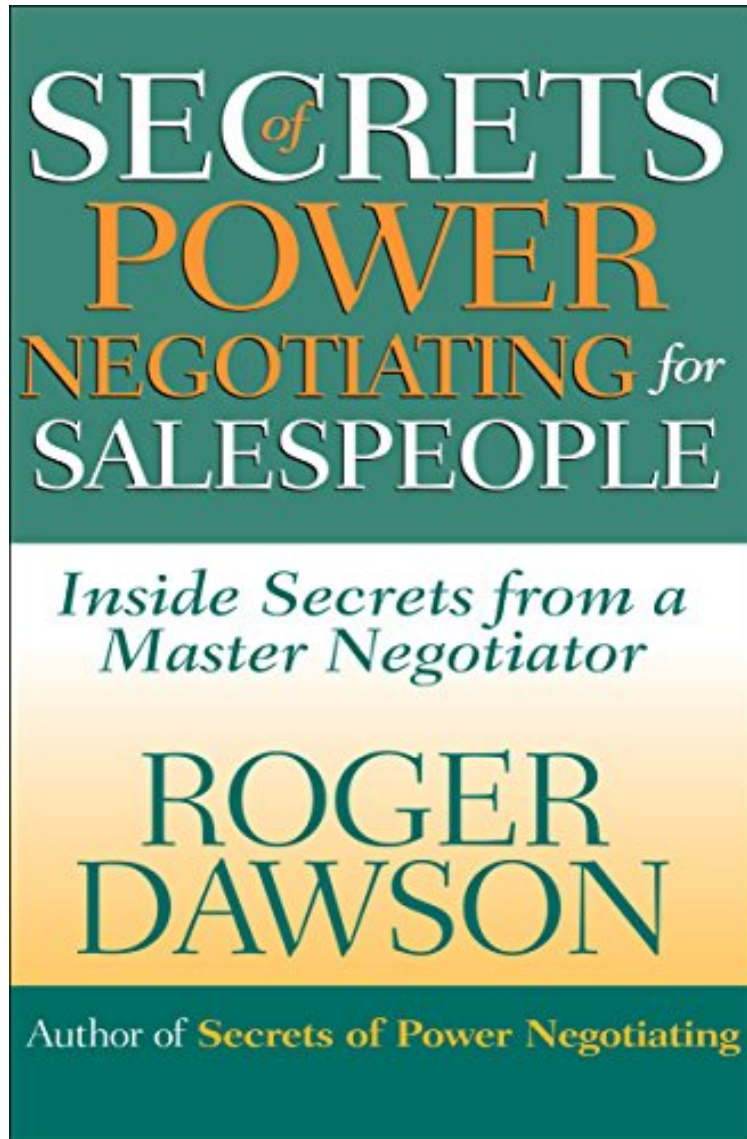


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## Secrets of Power Negotiating for Salespeople: Inside Secrets from a Master Negotiator

*Roger Dawson*

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negotiations. Many books talk about WIN WIN negotiating. The problem is that's like going into an MMA match knowing nothing more than Marquis de Queensbury rules boxing. It puts you at a negotiating disadvantage when you're up against someone who simply doesn't care about WIN WIN. This book teaches you some of the basic techniques and maneuvers that people use so that you're prepared for the negotiations. 0 of 0 people found the following review helpful. **The BIBLE of Negotiations!** By Kindle Customer Roger Dawson is the undisputed master of negotiating and this book is known throughout the world as THE go to text for all things negotiation. If your budget allows only one purchase, this is the one to get! HUGE 300+ pages, professionally written, expert knowledge, easy to follow concepts and a winning attitude all go together to make this book worth thousands of dollars to those who want to learn the art of negotiations. Are there any "secrets" revealed?? No, not in the strict sense of the word, but most people will learn new tactics and strategies from the master of power negotiations, Roger Dawson. \$1.99 on Kindle is an unbelievable deal! 8 of 9 people found the following review helpful. Yes it is applicable to you.... By Blooms And Bugs You are truly missing out if you are a business owner and you haven't read the book. Here is my story about the book: I purchased Roger's book "The Secrets of Power Negotiating" because a blogger I follow ( Ramit Sethi) highly recommended it. It was very interesting to read how people negotiated, I just couldn't put the book down. I run a kids clothing boutique on etsy: <https://www.etsy.com/shop/BloomsNBugs> Because all my sales and purchases are online, there is not much scope of applying many of the techniques Roger taught in his book ( or so I thought). However, when one of my dresses sold after reading this book, I recalled one of the chapters - The best time to upsell something to a customer is right after they have made a purchase...a light bulb went off. I immediately sent my customer an email thanking them for the purchase and asking them if she would like to buy an accessory to go with the dress...and lo and behold! she said yes! I couldn't believe it! Since then I have sold many accessories just by writing an email after the purchase. I made back the price of the book within 2 sales. I can't even imagine what people who are in a direct sales business would be doing with this book.

Negotiate win-win situations with inside secrets from a master. Imagine if you could win every negotiation and leave the other person feeling like he or she has won too. In this book, Roger Dawson, who has trained executives, managers, and salespeople around the world, turns his attention to the person on the other side of the desk who's trying to close a deal with the most favorable terms. Offering an arsenal of tools that can be implemented easily and immediately, he shows how you can improve your relationship with your buyer and come away from the table knowing you've gotten the results you need. Walking you through the negotiating process from beginning to end, this guide covers: Things that are more important than money 24 power closes Tips on negotiating with non-Americans How to handle problem negotiations and other challenges Understanding the buyer's personality And more