

Some people look at “win-win” strategies like participation trophies: an unhelpful attempt to protect feelings that results in weak character and even weaker results.

The alternative, win-lose strategies, don’t offer a much better alternative, though — someone has to lose. Always. For you, that means you have to enter the negotiation on your guard; you have to maintain the upper hand; you might even feel the need to be a little cold or aggressive if it’ll help. Insecure people are easier to control, after all.

...feel a little weird, thinking about your client like that?

You wouldn’t be the only one. You don’t have to enter negotiations and establish a predator/prey relationship with your client. You can walk in respectful and strong, open and excited, and confident that the outcome, no matter what, is the right one.

A truly successful sale isn’t simply checking another box on your quota list; it should leave both parties feeling empowered, fully dignified, and eager to move forward.

This is called a *win-win sales negotiation*.

What is a win-win sales negotiation?

A win-win sale negotiation is when two parties find a mutually beneficial end that satisfies and benefits each of their goals. In this situation, no one “loses.”

The win-lose sale negotiation is when one party’s gain is the other party’s loss; one achieves their desired outcome, while the other loses something or gains nothing.

While this has long been a sales tactic of choice, there are a few reasons why it’s not the most viable strategy to practice anymore (or to teach your reps).

People are smarter. At the very least, people are far less tolerant nowadays. They’ll call you out on your manipulative tactics, respond with equal aggression, threaten you with giving their business to a competitor, or walk away from the discussion entirely.

There are more options. If your sales rep scares or insults the client, that client can find a dozen other companies able to supply the same thing; maybe at a better price.

You don’t have to. This is a simple one, but it’s worth repeating. You don’t have to resort to win-lose strategies to close a massive deal with a great client. There are other,

less stressful, more effective strategies out there that don't result in sore or even devastating disappointment.

The most successful deals reach the best possible agreement between the two parties, are mutually fair and beneficial to everyone involved, and leave all parties satisfied.

This is entirely possible. You just have to learn how to do it, and you're already here.

How to master win-win sales

We're going to give you seven of the best tips to help you (or your sales reps), and entire sales teams, master the art of win-win sales negotiations. It starts with you.

1. Believe in what you sell.

If you don't have complete confidence in the solution you're proposing, it will transfer through your body and verbal language (even if you're unaware of it). Your solution should be effective, one that genuinely matches your client's desires and needs.

2. Treat the client as an equal.

Part of the win-win sales approach is realizing both parties are approaching the negotiation from an empowered position. Neither one is trying to undermine or seize dominance. You have a solution to offer them, and they have business to offer you.

3. Communicate clearly and honestly.

In a win-win negotiation, there is no manipulation or bullying to confuse clients into a purchase. All potential buyers have a clear understanding of the solution you offer, as well as a sense of confidence in your ability to provide the solution to their problem.

4. Be open to new opportunities.

Keep your mind open to alternative situations during these negotiations. If your client isn't interested in the initial offer, don't pressure them. Open the floor to address any fears or doubts they might not be vocalizing. Consider re-evaluating how your offer may or may not be the best solution for their needs, and potentially adapt it.

5. Play the long game.

Refusing to rush closing a deal radiates confidence and commitment to building your professional relationships — as eye-twitchingly frustrating as it can be. Sometimes a

client isn't ready to sign a deal; being willing to stay in touch, follow up, and walk alongside them affirms your commitment to them on a level greater than business.

6. Be yourself.

People make judgments about people, and those judgments massively influence their choices. How you present yourself to others matters when someone is deciding whether or not to form a partnership with you. Your body language, tone of voice, personality; if you force yourself to be anything other than yourself, who knows how spastic you might come across. Be authentic. Be yourself. Use your strengths. You've got this.

7. Be willing to walk away.

You don't need to close every deal, and that's not a bad thing. If a client has needs you can't satisfy, unreasonable expectations, or a disrespectful way of addressing you, it may be a deal better left on the table. You'll remain in an empowered position because you maintained your standards, gave it your best effort, and yet refused to settle.

Walking away from what clearly would be a difficult or even toxic partnership is far better than risking your time, energy, and resources for the sake of closing a deal.

Advance your sales team today

Our mission here at [REDACTED] is to help you build a world-class sales team so that you can achieve sales excellence and surpass your greatest revenue goals.

We offer [REDACTED] designed to clarify, strengthen, and accelerate your sales team's understanding of the most successful sales concepts and tactics.

Our [REDACTED] utilizes a combination of human and artificial intelligence-based coaching, to provide your company with a personalized plan that will empower both your service managers and sales reps in their respective positions.

To connect with one of our solutions specialists and learn how we can help your team master their sales and service skillsets, [REDACTED] today.