

The most important characteristic of the art of negotiation in marketing and sales

Introduction

Marketing and sales these days require many skills in successful companies, in order to ensure the success of any project, company or deal Among these skills, which are becoming more demanding, is the skill of the art of negotiation, which is done on more than one level

Negotiation refers to a dialogue process between a number of parties aimed at resolving the existing conflict and reaching solutions that satisfy all parties, as well as settling various existing transactions, and concluding agreements between people individually and collectively\

Negotiation Skills

A set of attributes that allow two or more parties to reach a settlement about a dispute

Negotiation skills often include a combination of soft skills and abilities such as

communication

persuasion

planning

strategic thinking

Teamwork and Collaboration

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What is economic negotiation, its types, and how is it done

Negotiation is a kind of dialogue in a strategic manner whose purpose is to reach several solutions and choose the most appropriate among them for the existing problem

As for Economic Negotiation, they are talks related to investment projects, including industrial, agricultural, and tourism. It is an international negotiation between a state and another state, or between a state and an international body, or between a state and a company about the realization and implementation of one of these economic projects

In the case of negotiating between a state and a specialized company or companies, general principles should be followed, which are

- The theory of economic activity

Prioritizing national goals

- Understand the goals of the foreign investor
- Understand the competitive situation

Types of Negotiation

There is more than one type of negotiation, which are

- Negotiate the interests of both parties

It represents the agreements that take place between two parties, which is a method aimed at achieving common interests and the purpose of which is to achieve gains for both parties

The two parties are trying to reach a clear and understandable agreement formula, through which no harm can be caused to one of the parties, and this agreement is considered comprehensive and deep

Negotiating in order to achieve gains for one party while neglecting the other

This type of negotiation falls under the rule of "win and let others lose." Likewise, in the event that one of the parties, which is the strong party, puts pressure on the weaker party, taking advantage of its weaknesses,

and negotiation of this type is not considered continuous, but it changes at any time so that the situation can be reversed and the previously weak party becomes the strongest
Thus, he resorts to the policy of exhaustion and attrition of the other party, as happened with him, trying to prove himself and his value
Exploratory Negotiation
It is one of the types of negotiation in which each of its parties tries to know what is meant by the other party, and this negotiation often occurs through mediators, or directly confronting the parties together
soothing negotiation
Its purpose is to reduce the percentage of disagreement and disagreement, and to try to resort to satisfactory solutions that achieve the appropriate for both parties, and this type of negotiation is outside the time restriction
Negotiation of influence in a third party
It refers to influencing other parties in the negotiation without a direct relationship or relationship with the two parties
negotiating mediators
It is the most popular and current type in the current era in the fields of trade and politics, as both parties target another party to arbitrate between them, but this type may carry some negatives such as the alignment of the mediator to a particular party, which makes it a failed negotiation process
How is the negotiation process
The negotiation is at the table with the aim of reaching compromise solutions, and is often in the political and entrepreneurial field
The negotiation process does not take place well and successfully unless special negotiation skills are available, and these skills are strategic and ethical whose purpose is to attract the other party to deny the opinion, but in a convincing and polite manner
The people who carry out the negotiation process are called "diplomats or legislators", and they are also called by other names that vary according to the field
If the negotiating person works professionally, he is called a specialist, and if it concerns peace treaties or international agreements, he is called a peace negotiator



What are the successful negotiation skills of a salesperson

Defining the art of negotiating in sales

Negotiation is an art and a means of communication between two or more people in which they study alternatives to reach acceptable solutions or achieve satisfactory goals, You might be interested to know what is referral marketing and what are its features

Through this definition of the negotiation process, we hint that the goal of negotiation is to reach a compromise solution that satisfies all parties. Successful negotiation is one in which there is no absolute winner or absolute loser. But if one of the parties considers that the goal of negotiation is to defeat the opponent and achieve victory at any price, then This may have a dire consequence and may lead to the opposite of what is required

Negotiation is a civilized way of conflict resolution, and moreover it is a skill that enables you to succeed in both your work life and your personal life by helping you achieve your goals and objectives and meet your needs

What are the stages of negotiation in sales

Exploration phase

Bidding stage

Bargaining stage

Ratifying stage

What are the skills needed in negotiating at the selling stage

Negotiation skill has become an essential requirement in our time, especially negotiations between the seller and the buyer, and a good negotiator must possess a set of skills and qualities that not everyone has mastered

We will show you the most important skills to master the art of negotiation during the sale

Select the concessions you wish to accept in advance

Let the potential customer speak first
be clear
Avoid splitting teams
Don't sign anything until you're done negotiating
Negotiate with the decision maker
Establish a balanced relationship with clients
Expand the conversation beyond money
Avoid tension between you and the customer
Cancel the deal if necessary



What is the purpose of negotiation

Negotiating with the purpose of delaying the agreement or contract concluded for a longer period
And this type of goal is established between several parties, and the agreement is based on some kind of facilities such as military agreements, and it tends to move in a specific historical path in order to avoid problems as a result of the interruption ,You may be interested to see what is a successful product and how to market it
Negotiation for the purpose of normalizing relations
This goal refers to the restoration of strategic relations to their nature, such as the relationship between Egypt, Israel and the United States in 1949
Negotiating with the aim of changing the situation in the interest of one of the parties
And this goal achieves interest at the expense of another party that bears coercion or coercion, and this is represented in 1939 when Hitler was forced to give his country to the Germans
Negotiating to create relationships
So as to establish a new organization, such as the creation of nuclear power agencies. Negotiation side effect: It refers to the significant impact of this process, which is meant by the objectives that led to the conduct of the negotiation process



The importance and power of negotiation in marketing

Negotiating with other parties, whether inside or outside the system of the institution, is of great importance, as such confrontations first of all benefit us with the experience we gain in dealing with others and gain what they have of methods of dialogue and arguments of speech, and also that negotiations strengthen the bonds of relations, bear problems and raise level of communication with others. Therefore, to realize the importance of negotiation, which is represented in

Negotiation is a great way to communicate positively with others ,You may be interested to see what is a feasibility study, its importance and types

Negotiation is one of the most powerful and finest means of persuasion and problem solving in various fields

Negotiation achieves the best results because it is based on the principle of (win-win)

Conclusion

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