



Unlocking Yes: Sales Negotiation Lessons & Strategy

Patrick Tinney

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Unlocking Yes: Sales Negotiation Lessons & Strategy specifically addresses the negotiation needs of sales professionals. Using real life examples, learn how to engage professional buyers who are well-schooled in procurement and negotiation practices and bring relationship-based selling to profitable closures. Owing Unlocking Yes gives readers access to sales negotiation success stories and is truthful in the hard lessons learned when things went wrong. Familiarize yourself with examples of 12 negotiation strategies sophisticated buyers use on professional sellers along with tips to navigate these bargaining strategies. Unlocking Yes is current, relevant and adds value to any sales organization or individuals making large purchases because it is philosophically results based.

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