

# Negotiation Skills



**Rahul Bhatnagar**

# **Negotiation Skills**

## **Are negotiation skills needed?**

Negotiation skills are crucial both for the buyer as well as the seller.

The buyer always wants to get a discount and a reduced price.

Seller always wants to sell at a higher price.

We want things to be done in our favour always.

Let's explore it further

# **5 golden rules to becoming a master negotiator**

## **1.) Don't negotiate:**

After quoting the price, just tell, this is the pricing, you'll get at this pricing only.

Further, tell, quality itself is a discount.

If you see the other person has an inclination towards your offering, don't negotiate on the price.

You already have set affordable pricing and it is valuable.

## **2.) Focus on the value, not on the price:**

When the other person is turning the discussion towards the price, you'll get the focus towards the value.

For example, when someone tells me it is worth Rs.15,000, how can I afford it?

Tell the value what we are giving is not worth Rs.15,000 but in lakhs, what will you focus on?

Play the game on value when the other person is playing on price.

Once the person realizes the value and their loss upon not buying it, for sure they would buy.

People make money and arrange money when they want something.

### **3.) The last man to speak WINS:**

Once you quote a price, go silent.

Say you spoke and told the pricing of the product as Rs. 25,000. But the other person denies it and asks it at Rs. 20,000 and you feel here you got to negotiate (though the first rule is don't negotiate) and this sale is absolutely needed for you then tell Rs. 23,000 done.

After this, go silent, seal your lips.

Complete silence, don't utter even a single word.

The other person might be fumbling no, no, no,  
make it Rs.21,000 etc.

Be silent, just tell, Rs.23,000 is the pricing.

To respect that person, you gave a discount,  
you want that sale, you know it is profitable in  
the long term, done.

Bluntly tell not more than this.

This is all I have to offer to you.

Soon after this, the other person will be ready to buy your product provided you did not speak anything after the pricing.



## **4.) Notice the inclination of the other person**

### **(buyer or seller):**

If you are the buyer and the seller is, again and again, talking about the price. Stick to your words, he/she will reduce the pricing.

If you are a seller and you see that buyer is trying to convince you saying please give it, you won't lose anything, you are in the market from long etc.

Don't reduce the price.

Some people have it in their blood that I have to negotiate.

Be stubborn and authoritative.

## **5.) "I am with you" approach:**

Never hurt anyone's ego.

Understand, you don't have to win the fight, you have to sell your product.

You'll tell, I totally understand, I'm with you.

I know you have problems, you're totally right but I'll be able to give you at this pricing only.

It is not possible for me to reduce the pricing.

I have all the sympathy for you but I cannot reduce the price, I'm giving you at the best possible price.

Don't shout and tell, even I have expenses,  
shouldn't I see at them?

If both people fire, there will be a firing.

Be cool and composed.

Don't prove them wrong. Be icy cool.

Tell them, I can give you at this pricing only.

Don't prove them wrong, prove yourself right  
and get the situation in your favour.

Follow these golden rules and become a master  
negotiator.

# **About Rahul Bhatnagar**

- Entrepreneur since the past 9+ years
- Public Speaker since the past 14+ years
- TedX Speaker (Twice)
- Josh Talks Speaker (6 Times)
- 1 Million+ Social Media followers
- Conducted workshops for 5,00,000+ people

# **About Rahul Bhatnagar**

- MTV fame
- Based in Goa with more than 40 people working in the team both on-site and remote
- Holds the world record to have delivered 50 speeches on 50 consecutive days at Toastmasters International clubs
- 20,000+ paid enrolled members in his community
- More than 10,000 (posts + articles + videos) across Social Media

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