

## E-LESSON #21: How to Negotiate Without Turning into a Pile of Spineless Goo

### MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



#### **The purpose of this lesson**

Most broadcast salespeople are among the worst negotiators on the planet. The purpose of this exercise is to help you to teach your salespeople to **negotiate** instead of just rolling over and playing dead.. This lesson is designed to help you get a higher average rate from local direct businesses.

#### **Negotiation facts and practices**

- Media salespeople are generally speaking, notoriously poor negotiators.
- Many times, we give away promotions and other added value without the client even asking for it. *Everything* on your station has value and should have a price. Don't give anything away without getting something in return.
- Remind sellers to start high. And make sure they're asking clients for long-term commitments.
- Occasionally we have a salesperson that is intent on "beating up" the client in a negotiation.
- More often than not, you have salespeople who are arguing more on the client's behalf than in the interest of the station.
- The purpose of a good negotiation is that both parties feel as though they have won something.
- No one gets paid for "free promotions." In fact they cost your station money and time.
- If the client takes something away, **YOU** must take something away. If the client asks for more, **YOU** must ask for more.
- Most clients have greater respect for salespeople with good negotiation skills.

#### **How to effectively deliver this lesson**

1. **Be aware that there are two worksheets for this session.**
2. **Do not distribute the E-Lesson #21 General Agenda prior to this Negotiation sales meeting.** Instead, begin the meeting by passing out the **Negotiation Worksheet #1** to your sales team and ask them to spend no more than 10 minutes filling out the worksheet.
3. Collect the worksheets and download and view the corresponding video with your staff.

4. Things to look for from the negotiation worksheet:
  - Watch out for salespeople who acquiesce too quickly and give away station resources without being challenged for them or getting back something in return.
  - Watch out for salespeople who are only motivated to “beat up the client.”
  - The definition of a good negotiation is a situation where both parties feel as though they have won something.
5. Distribute the General Agenda for E-LESSON #21: ***HOW TO NEGOTIATE WITHOUT TURNING INTO A PITIFUL PILE OF SPINELESS GOO.***
6. Allow the salespeople time to read the lesson. You may wish to read it aloud. Spend a few minutes discussing the lesson.
  - *In order to have a successful negotiation, both sides must feel as though they have won something. This kind of negotiation results in long-term contracts for you and your station. Beating up the client or giving everything away with nothing in return is not an example of good negotiation. In order to have a successful negotiation, both sides must feel as though they've won.*
7. Ask your salespeople to fill out **Negotiation Worksheet #2**. Collect all worksheets.
8. Compare the two worksheets. If you notice a pattern of poor negotiation practices, such as those mentioned above under “Negotiation facts and practices,” work with your salespeople in one-on-ones and accompany them to meetings with clients until you are comfortable that their negotiation skills are respected and appreciated by both your station and the client, alike.
9. Continue asking for copies of SOS proposals.
10. Continue “Creative 101” sessions.
11. Continue doing ROI drills in sales meetings and in one-on-one sessions.

*Paul Weyland is president of Paul Weyland Training Seminars.  
Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or  
[www.paulweyland.com](http://www.paulweyland.com)*