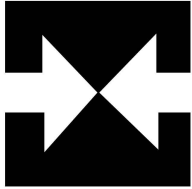


NEGOTIATION WORKSHEET FOR SALESPeOPLE #1



E-LESSON #21

HOW TO NEGOTIATE WITHOUT TURNING INTO A PITIFUL PUDDLE OF SPINELESS GOO

Name: _____ Date: _____

The purpose of this worksheet is to help us become better negotiators. Answer the following questions and return this worksheet to your sales manager after you have circled the answers to the questions below.

1. To me, negotiation involves:
 - A. Defeating my opponent to get what I want.
 - B. Coming up with an agreement where both sides have won.
 - C. Doing whatever it takes to get my client to buy our station.
 - D. Not giving in to the client.
 - E. Giving up ground to the client so that I can get the buy.

2. I would volunteer a free promotion on my station if:
 - A. My client was spending a lot of money.
 - B. I really wanted to get my client on the air.
 - C. I would never volunteer to give my client a free promotion.
 - D. The client is the customer...I would always offer a promotion if I knew that it was free to my client.

3. Briefly describe a recent negotiation experience you had with a client.

*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*

