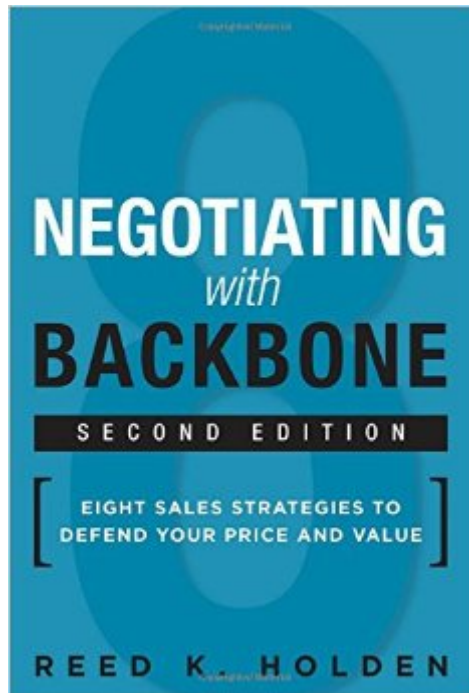


The book was found

# Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value (2nd Edition)



## Synopsis

B2B sales professionals: resist mindless discounting, level the playing field against tough procurement organizations, and close the deal on your terms! *Negotiating with Backbone*, Second Edition definitive guide for every sales pro facing the "procurement buzzsaw" and its <sup>TM</sup>s just been updated with even more powerful strategies and techniques! Where traditional purchasing managers negotiated, procurement officials seek to dictate, through multiple tactics with a single intent: to gain unprecedented discounts and concessions. Premier pricing strategist and sales consultant Reed K. Holden gives you the powerful new strategies and tactics you need to protect your margins and get the right deal. Holden guides you through recognizing what purchasing negotiators are really up to, keep value at the forefront of negotiations, and avoiding the mindless discounting that wrecks profitability. Holden details eight strategies for all types of pricing negotiations, including approaches for negotiating with price buyers, relationship buyers, value buyers, and poker players, reverse auctions, and much more. In this Second Edition, he offers extensive new coverage of establishing your foundation of value, and developing crucial give-get options, including value-added services. This book will be an invaluable resource for every B2B sales professional, customer-facing professional, and every executive responsible for leading successful sales organizations.

## Book Information

Hardcover: 208 pages

Publisher: Pearson FT Press; 2 edition (October 22, 2015)

Language: English

ISBN-10: 0134268415

ISBN-13: 978-0134268415

Product Dimensions: 6 x 0.8 x 9.1 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (59 customer reviews)

Best Sellers Rank: #335,834 in Books (See Top 100 in Books) #30 in [Books > Business & Money > Management & Leadership > Pricing](#) #1036 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#) #1586 in [Books > Business & Money > Skills > Communications](#)

## Customer Reviews

I have attended a one-day workshop with Mr. Holden, while reading this book. I found both are complimentary to each other, hence it would be unwise to ask someone to read only this book and

develop negotiation skill. Having said that, this is perhaps one of the most easy-reading book on an important professional topic I have seen so far. The book is concise, less than 200 pages, and I could finish it in one sitting. The book contains 10 chapters overall, starting with setting the context and ending with the reality of negotiation. In between, the book describes the four different types of customer behaviors - price buyer, relationship buyer, value buyer, and poker player. The book also covers the essential topics like give-gets, bluffs, and signs of a losing game. What the reader needs to keep in mind is that the book only covers the negotiation with the procurement personnel, the people who keep their job by reducing price only. Quite often, we tend to mix our give-gets for the technical buyer (or true beneficiary) with the give-gets for a procurement personnel. It's important to be clear in mind about the context of this book. The book generally assumes that managing the business buyers (or technical buyers) satisfied would be a key to winning the final negotiation. That may not be the case always. In reality, there are instances where the final buying decisions get hijacked by procurement personnel leaving the technical buyer little influence. There are also instances, where the technical buyers (or end beneficiaries) collaborate with the procurement personnel extensively and pull up an excellent poker play. Finally, big family businesses usually keep the big decisions to themselves, no matter how strong or large the procurement personnel may be.

[Download to continue reading...](#)

Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value (2nd Edition)  
Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value  
Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1)  
Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)  
Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value  
Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures  
Charts Don't Lie: 10 Most Enigmatic Price Behaviors in Trading: How to Make Money Exploiting Price Actions (Price Action Mastery Book 2)  
Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call)  
T-26 Light Tank: Backbone of the Red Army (New Vanguard)  
Ty Plush Animals: Collector's Value Guide: Secondary Market Price Guide and Collector Handbook (Collector's Value Guide Ty Plush Animals)  
Beyond Winning: Negotiating to Create Value in Deals and Disputes  
Ace Your C-Suite Interview:

International Headhunter Reveals Insider Strategies for Executive Job Search, Tips to Master Interviewing, Negotiating Better Salaries and Getting Hired Fast! Inside Sales Pro: Master Your Inside Sales Skills and Boost Your Career Anatomy of a Merger: Strategies and Techniques for Negotiating Corporate Acquisitions Negotiating for Success: Essential Strategies and Skills The Curious Case of Kiryas Joel: The Rise of a Village Theocracy and the Battle to Defend the Separation of Church and State Linux Server Security: Hack and Defend Honor and Defend (Rookie K-9 Unit) Defend Yourself: A Comprehensive Security Plan for the Armed Homeowner The Bond: Our Kinship with Animals, Our Call to Defend Them

[Dmca](#)