

## **Are you discounting just because your prospect or customer asked you to?**

### **Negotiation Tactics You Can Learn from Your Food Server.**

Let's have a little fun.

When is the last time you went to a franchise fast-food place or a diner to grab a bite?

I'll bet the person taking your order asked you one of two questions after you ordered:

"Would you like \_\_\_\_\_ or \_\_\_\_\_ with that." Or,

"Would you like \_\_\_\_\_ for just \$\_\_\_\_\_ more?"

I'll also bet that of one hundred people reading this, at least half filled in the blank and said, "Yes".

Don't believe me? Well, Maybe you'll believe McDonald's and Burger King or the wait staff at your local diner. It's also what all the marketing and sales data tells us. It's not a coincidence you hear those questions so frequently.

So let me ask, have you ever looked at the person taking the order, after they've asked you their up sell question and said,

"Thanks, but I brought my own fries, plate, glass and silverware. Please take 20% off the bill."

What do you think would happen?

If you're in sales and marketing, and I don't know anyone who isn't- you really need to try this out.

Ask for the discount (without any kind of coupon offering) and very closely watch their reaction.

On the off-chance they say, "Are you joking?"

Politely tell them, "No. I'm serious."

"So, what good does this do me", you might ask, "Other than maybe having a little fun at someone else's expense? I sell high-tech, multi-component sophisticated solutions business to business."

Hmmm. And you've never had a prospect or customer ask for a discount or better price?

Listen, try this out. Then, go home and look in the mirror while thinking about the last time you heard the very same question from a prospect or customer.

Picture the scene in your mind. What was the situation? What initiated the question? Who was in the room or on the phone?

How did you react? What did your hands do? Did you make a face? Stutter? Did your shoulders drop? Did you run to get your manager?

Then, close your eyes and replay the scene with the waitress or counterperson. Look at their body language. Did they run to get the manager? Listen to their words. What did they say? Try hard to remember each word.

It just might be worth writing down and adapting to your next negotiation- the next time a prospect or customer asks you for a better price (that is if you supplied a fair-valued, benefit-filled price to begin with).

Be The Hero,  
Mark

<p>Mark Daniels is a B2B and B2C Business Marketing and Sales Consultant, Coach, Author and Speaker specializing in creating calls-to-action that generate leads, shorten sales cycle times, increase top line sales and bottom line margins. <a href="http://www.mysaleshero.net">www.mysaleshero.net</a> 732-417-0680 Reach Mark at <a href="mailto:Mark@mysaleshero.net">Mark@mysaleshero.net</a></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------