



ServeNoMaster 097: 3 Steps to Mastering the Art of Negotiation

Highlights:

3 Ways to Generate the Price

[2:48] 1st: Look at competition.

[3:29] 2nd: Identify the customer expectation.

[4:44] 3rd: Price comes from within; depends on your self-confidence.

Common Mistakes in Pricing

[5:57] 1 - Not having enough confidence

[6:55] 2 - Pricing too high due to pride

[12:07] 3 - Pricing base on desperation

3 Ways to Master Negotiation

[13:08] 1 - Practice the power of silence

[14:25] Create a price higher than what you normally would charge so you have wiggle room

[15:40] 2 - Have a flat fee, a recurring fee and/or a percentage

[17:28] Have 2 numbers so you can push one up and the other down

[17:43] 3 - Method to try: recoup investment by charging a bigger deposit first.

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