

Are You a Spoiled Brat Negotiator

I was pushing my chocolate-laden shopping cart at the grocery store the other day (yes – Divas grocery shop!) and saw a **power negotiator** in action.

This person was persistent, passionate and absolutely on purpose!

They were also less than 4 feet high.

Yeah -you guessed it lady – I saw a 6 year old girl with pig-tails seriously work her mother for a different kind of yogurt.

I know – yogurt? (if it had been me – it would have been sugar cereal or a chocolate bar all the way!)

You got it – this little blonde, blue-eyed dynamo was determined she wasn't going to have to eat the stuff out of the "big" plastic, boring container. She wanted the stuff in the colorful tubes instead!

I kid you not – this is what I heard her say...(this child should be **teaching sales**)

"But Mom - this kind tastes better and I always eat it at school."

BINGO!

Mom folded like a taco and a little girl got her box of tube yogurt. And a **Sales Diva** received some inspiration for a column!

Are You A Spoiled Brat At Negotiating?

This little girl absolutely "Wowed" me with her **negotiating skills** because she inadvertently said what her mother needed to hear. Benefit. Benefit. Benefit.

So she actually wasn't a spoiled brat **negotiator** at all.

But YOU probably are.

One of the biggest reasons most people SUCK at **negotiating** is because it's all about ME, ME, ME!

Remember – a successful negotiation is not where you have STICKY FINGERS.

Follow these 5 Bossy Sales Diva Rules Instead:

1. Stay calm. If you're stamping your feet in the sandbox about what you want and lose all sense of logic...well then – you have just become vulnerable in the world of **negotiating**. And you're about to lose your favorite toy. (in my world – this means MONEY)

2. Pouting doesn't work. If your potential customer isn't seeing the value of what you offer – that's YOUR ISSUE and not theirs. No one likes a defensive cry-baby.

3. Share Your Toys. A **successful negotiation** is where both parties feel like it was a **Win-Win**. No one should feel they were "taken for a merry-go-round-ride".

4. Play With The Right People. Are you really busy chasing people who have no need for your services? You're going to get a lot of rejection. **Be super clear on who your target audience is.**

5. Don't Reward Bad Behavior. Hey – stop giving discounts to people who always want the cheapest price or who only want to buy something small. **Reward** your **loyal customers**, or people who are making a large commitment of time and investment in you.

When I was a kid, my sister's favorite expression to me was "You're not the BOSS of me!"

She was right.

The only person who is THE BOSS OF YOU – IS YOU.

It's time you grew up and realized that you have VALUE and you don't have to be the cheapest kid on the block. You don't need everyone to like you – you just need more of the kinds who do.

So there.

Kim Duke, The Sales Diva, provides savvy, sassy **sales training for women small biz owners and entrepreneurs**. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "**The 5 Biggest Sales Mistakes Women Make**" at www.salesdivas.com