

Persuasion & Influence Articles By Simon Hazeldine



**Simon will be running a boot-camp for Salad
in December 2006 called 'The Negotiation
Boot-Camp' to find out more and secure your
place [click here](#)**

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The Magic Negotiation Formula and Why it Works

Selling can be defined as convincing people that they should purchase your product.

Negotiation is agreeing the terms upon which the purchase will take place. If you want to be a master persuader then you must master both. A highly effective negotiation tactic (that I call "The Magic Negotiation Formula" that you can use to hone your negotiation skill is the Conditional Proposal.

When negotiating always make your proposals conditional. Use the "IF YOU... THEN I" format.

E.g. "If you agree to a two year contract, then I will review our discount position.

This makes it clear to the other party that you will only make the concession if they meet to condition you have proposed. It is good practice in negotiation to give to get.

It is bad practice to give anything away without getting something in return! Use the "If You... Then I" magic negotiation formula to get better results.

5 Fatal Sales Traps That Stop You Dead

Have you ever dug a big, deep hole and then been stupid enough to fall into it? Countless people unwittingly dig fatal sales traps for themselves that kill off any chance of a sale being made. Five of the most common traps that you must avoid if you want to sell more of your products and services are:

1) Thinking about the sale too much

When you are in the selling process you must stop thinking about the sale. My book 'Bare Knuckle Selling' does stress how important it is to set solid objectives for every sales call. However, once you have done this, put your objective out of your mind and concentrate on the customer and what they want. Get the dollar signs out of your eyes, forget your objective and focus on the most important person – the customer. Help them to get what they need and the sale will take care of itself.

2) Failing to probe

If you truly want to help the customer then you must probe their needs thoroughly. Failing to ask enough questions and failing to clarify customer's requirements leads to sales proposals that are off target. If your proposal doesn't meet the customer's specific needs, your chances of success are slim.

3) Negotiating before selling

Selling is convincing someone to purchase your product or service. Negotiation is agreeing on what terms the purchase will take place. If you start negotiating before you have followed the correct selling process then you are, quite literally, selling yourself short. If the customer does not fully appreciate how much you can help them then they are unlikely to be prepared to pay what you ask. Sell first, negotiate second. If you sell well then you may not need to negotiate at all.

4) Price dropping

Many customers, particularly trained buyers, will always tell you that your price is "too expensive". Many salespeople immediately drop their price (and cut their profits) in an attempt to close the sale. This only encourages the customer to ask for further price cuts. One of the many counters to "It's too expensive" is, "you are absolutely right, it's not cheap. Would you like to know why?" And then re-commence selling the benefits of your product or service to justify your price.

5) Failing to follow up

A sale isn't a sale until the money is in the bank. Failure to do what you say you are going to do will lose you more sales than anything else. Always do what you promised to do, make sure the customer gets what they want, and make sure they pay you for it. The selling process is far from over when the customer says 'Yes'. Follow through and make sure you don't lose the sale through poor customer service.

The 3 Sacred Secrets Of Influential Communication

The ancient Greek philosopher Aristotle believed that there were three secrets to being an influential communicator. These three vitally important secrets are what Aristotle called Ethos, Logos and Pathos.

ETHOS: Ethos means "source"

Who are you when you are communicating? What do you stand for? Are you credible? Are you congruent about what you are communicating?

LOGOS: Logos means "word"

This is about the words that you use and the message you convey. Take care about the quality of the words you choose. Logos is concerned with logical reason and rational principles.

PATHOS: Pathos - means "emotion"

What emotions are you communicating? People often make buying decisions based upon their emotional responses. How are you adding emotional fuel to your communication?

In a nutshell Aristotle's advice is:

- 1) Ethos-Make sure you present yourself in a credible , congruent and authoritative manner.
- 2) Logos-Appear to follow the rules of logic. Aristotle believed that not everyone is capable of logical thought. However, it is important that your message appears logical and robust.
- 3) Pathos-Appeal to the emotions of the audience rather than just their intellect. Emotions provide the rocket fuel that powers people to make buying decisions so it is vitally important that you incorporate them.

Human beings are primarily motivated to avoid pain and gain pleasure. How are you going to add emotional language to your sales presentations that will stimulate these desires and motivate your customers to say YES?

3 Surefire Ways To Get What You Want From Any Deal

The plain facts of the matter are - the quality and profitability of the business deals that you do will be directly related to your ability to negotiate effectively. As negotiation expert Chester Karras has said; "In business you don't get what you deserve - you get what you negotiate". Here are three ways to get what you want from a deal:

Number One: Make sure you know what you want.

As simple as this may seem, far too many people enter into a negotiation with a very poor idea of what they want to get! Extensive research has shown that negotiators with a very clear and specific objective typically end up with a superior result to negotiators who start a negotiation with a poorly considered objective. How can you hit a target if you can't see it?

Number Two: Give to get

Negotiation is about trading. It is about you giving me some of what I want in return for you getting some of what you want. People often make the mistake of thinking that making concessions is a sign of weakness. The wise negotiator knows that you have to give to get. The secret is to only give when you are getting something in return. Always make sure you get something of equal or greater value for every concession you make. This is good negotiating practice and leads to incredibly profitable outcomes for everyone involved.

Number Three: Trade low cost for high value.

When you are trading it is good practice to identify concessions that cost you little to give, but are valued highly by the other party. In the same way look for concessions that you will return great value to you but that cost the other person little. For example, it costs someone next to nothing to email details of my books to their customer database. This is low cost to them, but the returns for me in terms of additional book sales can be tremendous. I frequently negotiate profitable joint venture agreements where the cost to my joint venture partners is low and the returns they get from me are high. This makes for a highly profitable deal for everyone involved. There are many opportunities to trade low cost concessions for high value returns if you keep your eyes and ears open.

Good Luck and Good Negotiating!

Why The Top 10% of Salespeople Never Hard Sell

The elite of the selling profession never ever have to hard sell. What is the big secret? The secret is that they don't think of themselves as salespeople! They think of themselves as knowledgeable experts and authorities in their field. They consider themselves to be consultants. Their job is to help people to get what they need.

A consultative approach means that your primary strategy is to conduct analysis and investigation. Your approach is to behave as though you are giving someone a very thorough medical examination. It is only after you have conducted the examination that you are able to use your expertise to recommend an appropriate course of action.

Would you be comfortable if you went to see a doctor who asked you no questions about your condition and within moments of meeting you announced that you needed to take a particular medicine? You would probably run a mile.

Compare and contrast this with the doctor who asks a series of well structured questions and conducts a thorough examination. It is only after this process has been completed that you are prescribed the appropriate medicine. You accept the diagnosis and the appropriate treatment with confidence.

This consultative approach is exactly what takes people to the very top of the selling profession. And the really exciting news is that this approach is so much easier, and requires a lot less effort than the hard sell approach.

People who have experienced this approach are only too keen to recommend these consultative salespeople to their friend, colleagues and contacts. This makes finding new customers so much easier.

The process is to understand and then analyse the customer's situation. Then you can make a considered proposal, and move to close the sale. Adopt the behaviour of the top 10% and you can join them at the very top. Make sure you understand, analyse, propose and close. Then enjoy the increase in your income!

3 Secrets For Making People Like You

Do you want to get people to say 'yes' to your presentations and proposals? Extensive psychological research demonstrates the importance of 'liking' in persuading people to say 'Yes'.

Master salespeople are adept at utilising powerful psychological strategies to make people like them. Here are three highly effective strategies you can use:

1) Flash at people! Don't worry this is quite safe! Body language experts have noted that when people meet people who they know and like, they lift or 'flash' their eyebrows upwards for a fraction of a second when first making eye contact. As this movement occurs outside of people's conscious attention it is often referred to as 'the unconscious hello'. It sends a powerful message of liking and acceptance to the other person, which they will usually reciprocate.

2) When people like each other they unconsciously mirror each others body language. Psychologists call this "postural echoing". A very fast and very effective way to encourage people to like you is to mirror their body language. They won't notice what you are doing at a conscious level but the positive impact of mirroring occurs at a deep unconscious level.

3) Be genuinely interested in the other person. It is human nature to be interested in what is important to us. When someone else is interested in what is important to us, we cannot help but like them! It is very rare for people to be truly listened to. When this happens people develop a deep bond with the person doing the listening. Say less and listen more, and people will like you for it.

“Discover How to Give Your Bank Account a Dose of Steroids!”

Discover the seven sure-fire steps to profitable negotiation

As you may know Salad has rapidly become one of the most successful NLP companies in the UK. And in the course of building a profitable business I have had the privilege to meet and work with some fascinating people.

I was having a meeting recently with my good friend, bestselling author and persuasion expert Simon Hazeldine.

Simon is the author of not one - but two bestselling books, and is widely acknowledged as being one of the leading experts in the field of influence and persuasion.

As we were talking about what it takes to build a successful business Simon made a shocking statement. He told me that **most people are literally throwing money away year after year because they lack one vital skill.**

This vital skill could mean the difference between success and failure, between profit and loss. Simon said to me:

“If you want to be a success in business you have to learn how to negotiate”

He went on to explain that to succeed in business you need to be able to convince people to buy your products and services, and then agree profitable pricing and payment terms for your products and services. If you can't do this then you are going to struggle. If you can do this then you can enjoy the significant improvements in your bank balance! The secret to achieving this is that **you have to learn how to negotiate!** It is that simple. Mastering the art of negotiation will make you more money – it is that simple.

Simon went on to explain how negotiating isn't just a vital business skill. *Negotiating is a vital life skill as well.* Throughout your life you will find yourself in countless negotiation situations. **When you learn to negotiate you will get more of what you want.**

Simon told me,

“When you master the art of negotiating you will be able to save yourself literally thousands and thousands of pounds. Learn how to negotiate powerfully and successfully and you can stop throwing money away and start putting it into your bank account instead!”

The really good news is that there is a [simple seven step negotiation process](#) that anyone can follow. The result of following this process is that you will negotiate better deals. This seven step process makes it *easy for anyone to negotiate successfully!*

This simple seven step process is exactly the same as the one used by top flight business executives, multi-millionaire entrepreneurs, and even FBI hostage negotiators!

As Simon explained this seven step process to me, I decided that I had to arrange for Simon to run one of his 'behind closed doors' **"Negotiating Boot Camp"** seminars for Salad.

But before I tell you about the powerful things you are going to learn when you attend this seminar, let me tell you something more about Simon:

"Simon Hazeldine – The Bare Knuckle Entrepreneur"

Simon is a veteran salesman and negotiator with a track record spanning millions of pounds in sealed deals. As I mentioned earlier he is the author of two books ("Bare Knuckle Selling" and "Bare Knuckle Negotiating") that have stormed up the Amazon bestseller charts.

When it comes to negotiating Simon really knows his stuff. So much so that none other than multi-multi-millionaire entrepreneur Duncan Bannatyne (from BBC TV's "Dragons' Den") had this to say about him in his forward for Simon's book:

"I'm famous for saying 'Anyone can make a £100 million' and as I have built up a series of successful businesses I have learned what it takes to succeed. You need self-belief and you have to get out there and have a go. There are also some vitally important skills that you need to grow your business profitably.

In the world of business you will often be negotiating on a daily basis and if you want to succeed you must be able to negotiate profitable deals.

Simon Hazeldine's 'Bare Knuckle Negotiating' contains powerful, practical and solid advice. This book cuts to the chase and will give you the inside track on what you need to do to improve your negotiating skills."

Duncan Bannatyne OBE

As Duncan Bannatyne has a personal fortune estimated at £170 million I guess he knows what he is talking about!

Marketing guru Nial Adams has this to say about Simon:

"Simon Hazeldine is one of the countries leading experts in sales and negotiating. Author of two bestselling books Simon has become known for 'telling it as it is' and blends his direct and effective style with his extensive business experience drawn from reality rather than text book theory"

***Nial Adams
Positive Response***

And Ann Hawkins founder of the direct sales magazine 'Inspired' and promoter of the famed 'Inspirational Speakers' events had this to say:

"Simon Hazeldine is a master of influencing skills. He is one of the worlds most accomplished speakers and trainers on sales, negotiating and influencing people. Anyone who is in business needs the skills that Simon teaches."

***Ann Hawkins
Inspirational Speakers***

With these sorts of recommendations you can be assured that Simon's "Negotiating Boot Camp" seminar is going to be a very special event.

Simon doesn't run many seminars in the UK each year. In fact **he is only running one "Negotiating Boot Camp" seminar in 2006!** And that is for Salad!!

Due to Simon's business commitments (he works extensively outside of the UK) it didn't look as though it was going to be possible to schedule the seminar at all!

However we did finally manage to schedule the dates and Simon's only "Negotiating Boot Camp" seminar in the UK is taking place on the **2nd and 3rd of December** in Hinckley, Leicestershire at our usual venue

This promises to be an action packed two days! Negotiating will be stripped back to the bone, providing you with the tools, insights and tactics you really need to win.

[To find out more about Simon, just click here.](#)

When you attend Simon Hazeldine's 'Negotiating Boot Camp' you will learn:

- The highly effective seven step negotiating process
- The essential L-I-M model for **Getting What You Want**
- Why what most people think is negotiating *isn't* actually negotiation at all
- The 8 key traits of exceptional negotiators
- The 2 main negotiating styles and when to use them
- How to deal with **power ploys**
- Your responsibilities as a negotiator
- The **dark side** of negotiation agreed
- Why the real work only starts **after** the negotiation has finished

- How to guard yourself against **sneaky negotiating tricks** and **dirty tactics**. Simon has promised to expose the most ruthless negotiating tactics known to you!
- How to give a little and **gain a lot!**
- When to negotiate and when **not** to negotiate- get this wrong and it can get **very expensive!**
- The **magic negotiation formula** that guarantees you a great deal
- How to motivate the other party to deliver their end of the bargain
- Why you should **never** 'meet me halfway'
- How to trade "Oxo cubes" for "tea chests" and make lots of money!
- Why you should never, ever accept someone's first offer

Simon will also use numerous real life stories and scenarios (born out of hard won experience) to bring the subject of negotiating alive.

You will also get the chance to try your hand at negotiating during the seminar. You'll get to try out the techniques you will learn in a safe and fun environment, with personal guidance and coaching from Simon.

Why you must attend Simon Hazeldine's Negotiation Boot Camp

- Because it is like giving your **bank balance a dose of steroids!**
- Because you will **learn how to negotiate successful and profitable deals** that will build your business
- Because you will be able to negotiate killer deals with your customers and your suppliers
- Because you will be able to negotiate deals that people are **motivated to make happen**
- Because **you can save thousands and thousands of pounds of your own money**
- So that you can **build a reputation** as an effective and skilful negotiator
- So that you can protect yourself against the **manipulative tricks and tactics** that underhand negotiators use to rip you off
- So that you can go into business meetings **brimming with confidence!**

You Need To Take Action Now!

One of the things that make Simon's seminars special is that they are strictly limited to small groups of people. This ensures that Simon can give every single participant his personal attention. Places are very limited and if you want to attend you need to **book now**.

This is your only chance to attend one of Simon's "**Negotiating Boot Camp**" seminars in the UK. There are only fifteen places available. If you want to attend then **book your place now**.

Grab Yourself an Early Booking Discount!

Tickets for this 'behind closed door' two day seminar are £797. If you book your place before the 1st November then you can claim £200 early booking discount off the full ticket price – you only have to pay £597. To secure your place and grab your early booking discount **book your seat now**.

Book Now and Claim a FREE Signed Copy of Simon's Book

If you **book now** you can claim you FREE signed copy of Simon's bestselling "Bare Knuckle Negotiating" book. This is the book that is endorsed by multi-millionaire entrepreneur Duncan Bannatyne. And you can have a signed copy totally free of charge - but only if you **book now**.

You now know how vitally important it is to be able to negotiate. You know that **you must learn to negotiate**. And if you want to learn from the very best you need to **book your place on this seminar now**.

Once you have attended Simon's "Negotiating Boot Camp" seminar your abilities as a negotiator will be transformed.

Imagine negotiating incredible deals with ease. Imagine the feelings of confidence as you successfully conclude profitable deal after profitable deal. Imagine looking at your bank statement and seeing your bank account stuffed with money! As you think of this **take the action to make it happen. Book your place now**.

I look forward to welcoming you at Simon Hazeldine's "Negotiating Boot Camp" seminar of the 2nd and 3rd of December 2006 at our usual venue in Hinckley, Leicestershire.

Kind Regards

Jamie Smart

P.S. Discovering the seven simple steps to effective negotiating has been described as giving your bank account a dose of steroids. Find out why when you **book your place now**.

P.P.S. Make sure that you **take action today** to get your £200 early booking discount and your FREE signed copy of Simon Hazeldine's best selling book!

P.P.P.S. Remember – places at this 'behind closed doors' seminar are strictly limited. And this is the only time this seminar is running in the UK. To make sure you don't miss out – **book your place immediately.**

[To Secure Your Place – Click Here](#)

Bare Knuckle Selling: Knockout Sales Tactics They Won't Teach You At Business School (eBook Version)

The Must Have Survival Handbook For Sales Professionals Everywhere

If you're sick and tired of the academic textbooks (by authors telling you how they *think* selling should be done) not delivering the goods then you'll love Bare Knuckle Selling. Written by a veteran of sales with a track record spanning millions of pounds in sealed deals this book mixes the best in self development, NLP (Neuro Linguistic Programming) and classical persuasion techniques with a street-wise edge based on the author's own hard experience.

This book strips selling back to the bone giving you the essential tools you really need to beat the competition to a pulp and win the admiration of your customers. Gritty, practical advice with a sense of humour.

You Will Discover...

- Surefire Objection Handling Techniques
- How To Avoid The Gatekeepers
- How To Tap Into Your 'Top 10 State' For Success
- Hypnotic Sales Techniques
- Killer Closes and The Art of The Finishing Move
- How To Hook For Powerful Results
- The ABC Principle
- Tips For 'Big Game Hunting'

Ideal for the veteran sales person *or* for those just starting out in the wonderful world of selling, Bare Knuckle Selling gives you the essential information you'll need to survive and prosper on the mean streets of face to face selling.

[Click here for more information...](#)

Bare Knuckle Negotiating: Knockout Negotiation Tactics They Won't Teach You At Business School (eBook Version)

Striking A Deal Is The Essence of Good Business - Get The Street-Smart Guide For Entrepreneurs, Sales People and Professional Business Negotiators

If you're sick and tired of the academic textbooks (by authors telling you how they *think* negotiation should be done) not delivering the goods then you'll love Bare Knuckle Negotiating. Written by a veteran salesman and negotiator with a track record spanning millions of pounds in sealed deals this book mixes the best in self development, NLP (Neuro Linguistic Programming) and classical persuasion techniques with a street-wise edge based on the author's own hard-won experience.

This book strips business negotiation back to the bone giving you the essential tools you really need to win those deals. Gritty, practical advice with a sense of humour.

You Will Discover...

- The Essential L-I-M Model For Getting What You Want
- The 7 Stages of Successful Negotiation In-Depth
- All The Nasty Tricks and Sneaky Tactics People Will Use To Try And Get One Over On You
- The 8 Key Traits of Exceptional Negotiators
- The 2 Main Negotiating Styles and Knowing When To Use Them
- How To Deal With Power Plays
- Your Responsibilities As A Negotiator
- How To Give A Little To Gain A Lot

Ideal for professional purchasers, buyers, sales people, business owners and entrepreneurs looking for finance, Bare Knuckle Negotiating gives you the essential information you'll need to survive and prosper on the mean streets of board-room and business negotiating.

[Click here for more information...](#)