



You're Killing Me Here!: When Win-Win Negotiation Doesn't Work

Steve Reilly

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A methodology for holding your ground against tough customers. Sales people who approach zero-sum negotiators with a win-win approach are at a tactical disadvantage and frankly, will lose. Hard ball negotiators don't think about interests or relationships; they see sales people as replaceable, products as commodities and negotiations as transactions. And they will play win-win... but only when they have nothing to lose. So how do salespeople hold their ground against tough negotiators? By having a process. "You're Killing Me Here!" provides a straightforward and proven methodology for improving your negotiation outcomes. This book will make you a better salesperson by making you a better negotiator... and vice versa.

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