

Using Anchoring in Negotiations!

Today's economic environment encourages everyone to obtain the best price possible. In the process, we are seeing sales professionals challenged by customers that are making unreasonable demands of their suppliers.

In this month's Best Practices tips, experienced negotiator Bruce Hoelzen highlights how the use of "anchors" influences the negotiation conversation, and what you can do to be prepared when you negotiate.

Take a few minutes to read the article using the link below. And feel free to share it with your team.

[View the complete article – Anchor Away, Negotiators!](#)

Sales Management Association Interview

Check out the latest Podcast from the **Sales Management Association**, who interviewed authors Carlos Quintero and Nancy Sutherland on their latest book on Sales Leadership.

[Catalyst5 Interview by Sales Management Association](#)

Motivating Your Team Video

This YouTube video was sent to us this week. It illustrates how a football coach challenges a team leader to really step up and give his very best. We believe you will find this to be a fun view, and thought provoking on its impact on the entire team. What are you doing to inspire the highest level of performance from YOUR team?

[YouTube – Motivational Period!](#)

Bruce Hoelzen



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