

Are Your Customers Asking For TOO Much?

Contributed by Kim Duke
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It happens. You've trained a customer to ask for everything (and for a low price) and guess what? Now they expect it. And now you're feeling overwhelmed, swamped and, quite frankly, a little green around the edges because their latest request has almost made you weep with frustration.
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My mom has a phrase that I'm sure you've heard of.

"They're caught between a rock and a hard place."

{bot_wrgoogle}Something that many women struggle with is NEGOTIATION.

I know why.

I think it's because you feel you're stuck between a rock and a hard place.

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I would bet you don't want to say No to a customer because:

1. You're worried they'll dump you. (and you need the cash)
2. You're worried they'll dump you and bad-mouth you.
3. You're worried you'll lose their future business.
4. You're worried you're not worth it.

Negotiation is About Give and Take

Not give, give, give, give, give, give, give, give, give, give.

OR

Take, take, take, take, take, take, take, take, take, take.

Memorize This Phrase Or "Tattoo" It On Your Body

Respectfully respond to their request with:

"I'd love/like to be able to help you, however, in order for that to happen, I'd need this from you.
_____"

If they can't do/offer what you need then you're better off without them.

Use The Three F's

Fair

Firm

Friendly

Remember negotiation is meant for BOTH PARTIES to feel that they have benefited. One party shouldn't feel jilted or ripped off. You BOTH should feel this is a fair deal.

If it's not?

Use your Sales Diva phrase and thank me later. You don't need to feel like you're caught between a rock and a hard place any longer.

So there.

Love from your bossy Sales Diva,

Kim

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 <http://www.salesdivas.com>