NEGOTIATION TECHNIQUES
CLOSING WITH GROSS

Negotiation isn't about giving in, it's about controlling the game. The goal? Close the deal and keep the gross. That means mastering techniques that build trust, create urgency, and highlight value without caving on price. It's about managing the buyer's mindset, reading their body language, and knowing when to push and when to pause. The best negotiators don't just sell a product, they sell the why behind it, making the customer want it more than the money in their pocket. These techniques will help you dominate the negotiation table, protect your profit, and leave your customers feeling like they won.

Only Talk Numbers With Numbers In Front of You

- When you talk numbers without putting them in front of the customer, they're imagining their own version of the deal piece by piece

Leverage Silence

- After presenting your offer, shut up. Silence creates pressure. Let them speak first

Get Knee to Knee and Not Across the Desk

- When you're sitting across the desk, it's "me vs. you",it creates distance, both physically and emotionally. But when you get knee to knee, you're on the same side

Position Yourself as an Ally

- "I'm on your side. Let me go to bat for you and see what I can do."
- It builds trust and makes them feel like you're working with them, not against them

Anchor High, Then Adjust

- Start with a higher number than you expect to settle on
- Never give your best offer upfront
- Adjust in small amounts and be willing to say NO, trust but verify there real number
- It sets the tone for negotiation in your favor

Break Down the Numbers

- "This payment is just $15 more a week, less than what you spend on coffee."
- Smaller numbers feel more manageable

Sell the Value, Not the Price

- When the value outweighs the price, the price becomes irrelevant

Create Urgency

- "This deal is only good until the end of the day, after that, I can't guarantee it."
- People act faster when they feel time pressure

Highlight Limited Availability

- Scarcity creates urgency and eliminates price haggling

Leverage Reciprocity

- "I'm going to throw in a free tank of gas and a car wash. Let's wrap this up."
- Small gestures make them feel obligated to reciprocate by closing

The "Confidence" Close

- "This is the right car for you. You know it, I know it. Let's make it happen."
- Certainty is contagious, if you believe in the price, they will too

The "Trade-Up" Close

- "You're not just buying a car—you're upgrading your life. Isn't that worth the investment?"
- It shifts focus from cost to transformation

Use the "What's Holding You Back?" Close

- "What's stopping you from moving forward today? Let's solve that."
- It forces them to articulate their hesitation, which you can then address

The "If I Could, Would You?" Close

- "If I could get this [objection] handled for you, would you take the car today?"
- Forces commitment. If they say yes, you've got them. If they say no, you uncover the REAL objection

Tie Everything to the Payment

- 80% of customers focus on monthly payments, not the total price
- Getting to payment fast lets you anchor the conversation to what matters most to them, affordability
- Negotiating payment will save you thousands in gross due to flexible terms and rates