

■ **Do something good for someone and they will tell one person; do something bad to someone and they will tell 10 people.** As my example at the beginning of this article showed, people now have the capability to tell the entire world what you have done — good or bad. I should point out that the tech company actually had a number of excellent reviews of its service, so the one-star review for the salesperson stuck out like a sore thumb.

■ **Start by offering a high price, because you can always go down when the customer cuts your price, but you cannot go back up.** One interesting aspect of the Millennial and Z generations is this: Not only do many of them not want to negotiate (actually, most people of all generations don't), they do not know how to negotiate. In fact, many younger buyers will simply hear your offer of a price, make a decision about whether it represents a good value or not, and either buy or not buy. And, if you are hitting them with an artificially high price, they will not try to cut you — they will just move on and buy elsewhere. More than ever, this is making negotiation itself an

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obsolete strategy. You are better off quoting a fair but profitable price and standing on it rather than inviting (or demanding) negotiation with an artificially high offer.

These are not the only foundational assumptions that have changed, but for now they are the most important and impactful ones. This has great implications for salespeople steeped in old techniques that are built upon these assumptions. My advice? Update. Get in tune with what today's buyers really want. Selling today demands new

techniques built on the new realities. ■

*Troy Harrison is the author of "Sell Like You Mean It" and "The Pocket Sales Manager."*

*He helps companies navigate the elements of sales on their journeys to success. To schedule a free 45-minute Sales Strategy Review, call (913) 645-3603 or email [troy@troyharrison.com](mailto:troy@troyharrison.com). Visit [www.troyharrison.com](http://www.troyharrison.com).*



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