

"No Money" Concession Planning

What will they ask for?	Step 3: Ensure your profits. <i>What can I offer that's an alternative to what they are asking for?</i>	Step 4: Present Options <i>What can I ask for in return if I have to give in?</i>
EG: Extended terms	Pay by credit card	Post-dated check in advance or credit card on file in case of late payment
EG 10% Discount	Free shipping, or free training	An order today, or an increased size, or payment in advance

See chapter 7 of Nonstop Sales Boom for a full description of this process

