



## **The CONNECTION™**

November 22, 2007

### **Getting and Giving**

Before you enter a negotiation with a customer, keep the following in mind: What do I absolutely *have* to get, and what can I *give* in return?

Creating a list of the key negotiating points-and making a mental note of them-will make it easier for you to remember once you enter the sometimes chaotic sales process. What's more, it will help you remain focused on the things you absolutely must accomplish.

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