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Negotiating with Backbone brings together actionable best practices for strengthening customer relationships and selling with tangible value, despite procurement's interference...negotiating far more effectively with "economic buyers" of all kinds... fixing pricing mistakes you've already made...giving sales teams all the tools and insights they now need to succeed!

### **Negotiating with Backbone: Eight Sales Strategies to ...**

You'll find them in Negotiating with Backbone, Second Edition. Premier pricing strategist and sales consultant Reed K. Holden will help you identify what purchasing negotiators are really up to, protect your margins, keep value at the forefront of negotiations, and protect hard-earned profits from mindless discounting.

### **Holden, Negotiating with Backbone: Eight Sales Strategies ...**

Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value by Holden, Reed K. at AbeBooks.co.uk - ISBN 10: 013306476X - ISBN 13: 9780133064766 - Financial Times/ Prentice Hall - 2012 - Hardcover

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### **Negotiating with Backbone: Eight Sales Strategies to ...**

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### **Full version Negotiating with Backbone: Eight Sales ...**

"Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value" by Reed K. Holden is a very good book for those in procurement. The negotiating strategies presented in this text focus on the selling model that the author teaches. It is a very good model for those working in this field.

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amazon holden details eight strategies for all types of pricing negotiations including approaches for

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With 2015 just begun, it is an appropriate time to improve your skills, and "Negotiating with Backbone" is an excellent way to polish your business-to-business selling skills. If you are a seasoned sales person, you will be refreshing skills you already possess, and you will, undoubtedly learn important new techniques.

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