



BEST. ADVICE. EVER.

10 Top Negotiators Come Together to Share
the Best Advice They've Ever Received.

MEET OUR SALES, PROCUREMENT & NEGOTIATION EXPERTS



MATT HEINZ
President,
Heinz Marketing, Inc.



JASON LEVINSON
Master Negotiator and
Director of Content
Development, SPASIGMA



BARBARA GIAMANCO
President & Social Selling
Advisor, Social Centered
Selling, LLC



MARC JABLON
Executive Negotiation
Trainer and Facilitator,
SPASIGMA



SKIP TUCKER
Master Negotiator and Trainer,
SPASIGMA



MARK HUNTER, CSP
Author of High Profit
Selling, The Sales Hunter



TOM HOPKINS
Founder and Chairman,
Tom Hopkins International, Inc.



HAROLD GOOD
President & CEO,
Procurement Pros, LLC



JON W. HANSEN
Editor-in-Chief,
Procurement Insights



ELINOR STUTZ
CEO, Author and
Inspirational Speaker,
Smooth Sale

Best. Advice. Ever.



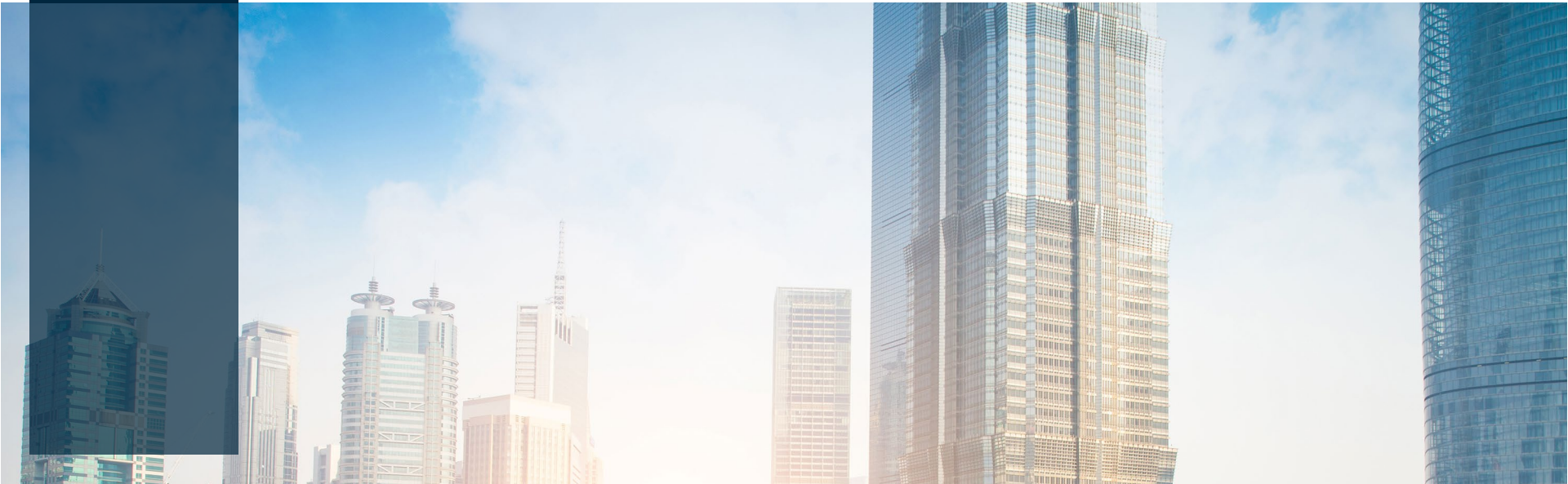
Want a shortcut to taking the right action that builds a better career (and the life that comes with it)? Take the best advice of people who have been there and done that. Benefit from their experience instead of learning the hard way. And definitely keep on reading, because we've gathered 10 leading sales, negotiation and procurement professionals to share the best advice they've ever received.





Be empathetic, says Matt Heinz, President of Heinz Marketing, Inc.

“Understand the other person’s point of view, their challenges and frustrations, and most importantly the job they’re focused on getting done. Empathy and understanding are keys to building rapport, trust and an authentic connection that leads to preference, engagement and conversion.”





Ask questions; they equal control, says Jason Levinson, Master Negotiator and Director of Content Development, SPASIGMA

“A great piece of advice was given to me by my mentor when I first cut my teeth in sales. I was working as a New York City rental broker. A tough business, and if you can’t control a negotiation, you’ll get eaten alive. She told me, ‘Jason, the person asking the questions is the person who is in control.’

“Questions equal power. Too often, we feel when a question is asked it is our duty or obligation to answer. Answering questions should be voluntary, but many of us have an involuntary reaction when asked a question (we answer). The answer to a question is much less important than the reason the question is being asked. So don’t let anyone turn you into an answering machine. If they do, try saying ‘Great question. Let me make a note of that. Now, let me ask you . . .’ Chances are they will involuntarily give you an answer.”



“Questions equal power...
so don't let anyone turn you
into an answering machine.”

Jason Levinson

Master Negotiator and Director of Content Development, SPASIGMA



Always be learning, says Barbara Giamanco, President & Social Selling Advisor, Social Centered Selling, LLC

“If you aren’t learning something new every day, you aren’t growing as a professional. Don’t wait for the company to invest in your personal development, commit to investing in yourself. The top sales performers are the ones who are constantly upping their game. That’s how they stay far ahead of the competition.”





Never rush to judgment or make uninformed decisions, says Marc Jablon, Executive Negotiation Trainer and Facilitator, SPASIGMA

“The best piece of advice I ever got was ‘Never take ANYTHING at face value.’ That has permeated virtually every aspect of my life, whether it be the people with whom I interact, the natural world, which always leaves me guessing, or the ever-pervasive media I consume. There is ALWAYS more to the story, yet in the interest of ‘getting it done’ coupled with the fear we might uncover something we don’t want to see, we rush to judgment and make rash, uninformed decisions. Following this one dictum has helped shape my beliefs, my career and my relationships.”



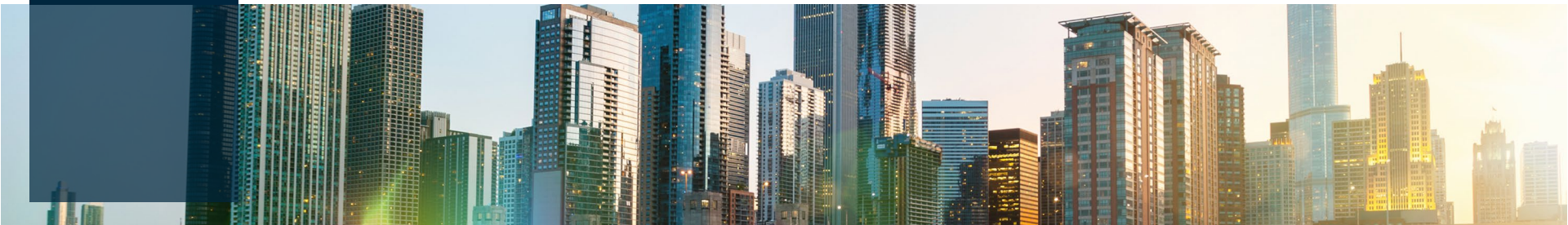


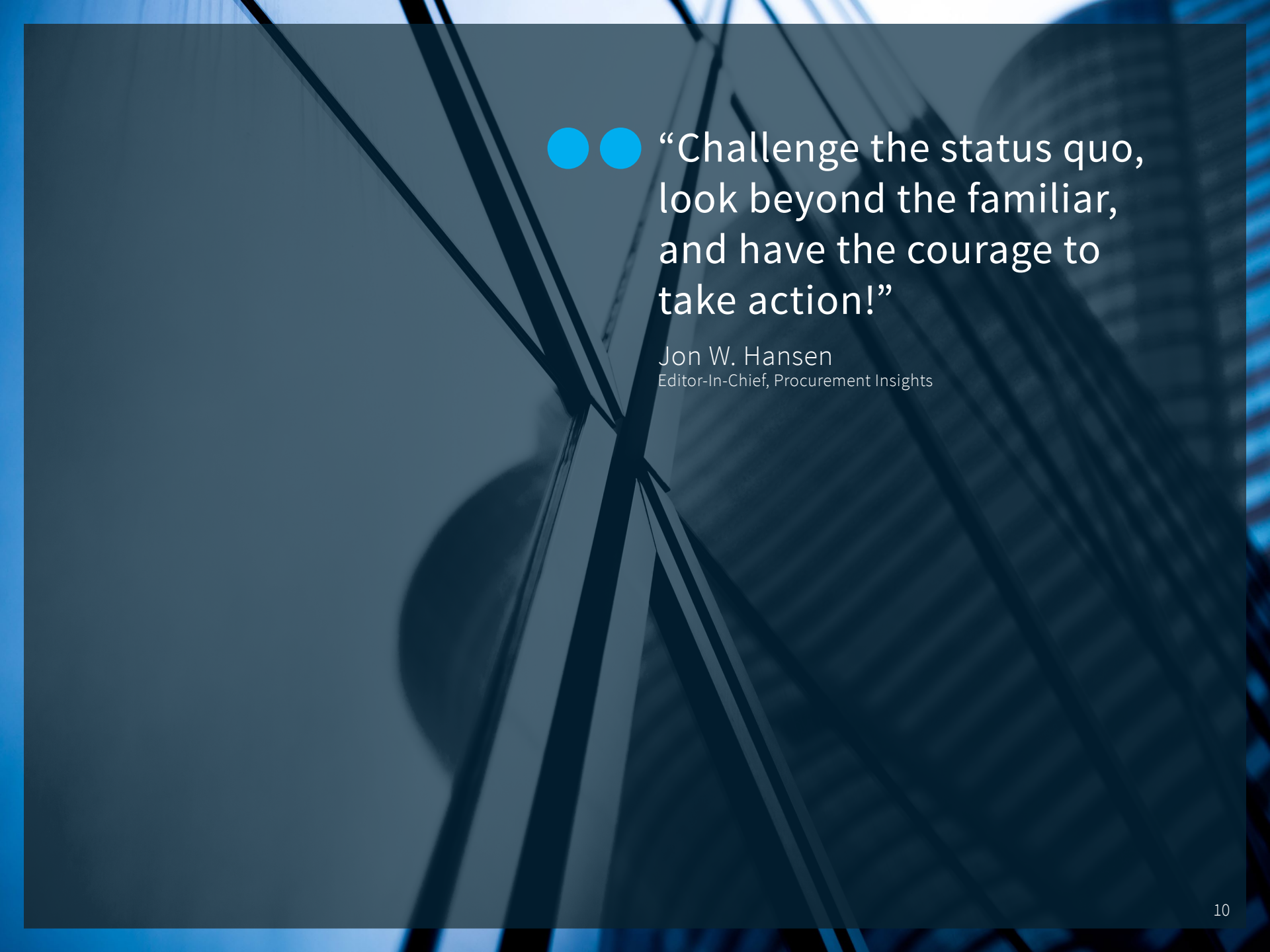
Focus on the pressure of the other side, says Skip Tucker, Master Negotiator and Trainer, SPASIGMA



“The best guidance I ever received was the first time someone pointed out to me that in every negotiation, there are always pressures...ON THE OTHER SIDE. I knew that. I really did. But, like most people, I never really thought about it, mainly because I was so concentrated, so focused, on the pressures I had. Boom. All of a sudden, a whole new world started to open up. The concept of negotiating immediately became a lot less scary, and I found myself anxious to learn more.

“Now, being on the other side of the podium as the one who’s giving that information, I get to see when that same type of epiphany happens to other people. It’s incredibly rewarding.”





● ● “Challenge the status quo,
look beyond the familiar,
and have the courage to
take action!”

Jon W. Hansen
Editor-In-Chief, Procurement Insights



Seek out mentors you want to emulate, says Mark Hunter, CSP, Author of High Profit Selling and The Sales Hunter

“The best advice I ever received was to seek out mentors who are leaders and high-performing salespeople. Being mentored by successful people has not only created for me opportunities to learn, but also has led to connections and more open doors. I look back on my career, and I can attribute all of my success to my willingness to learn and then use what I learned to take risks. Thirty years later I still tap others for assistance, as I never want to stop pushing the envelope. The times when my growth stalled were those times when I thought I knew it all and didn’t need input from others. “





Always be as productive as possible, says Tom Hopkins, Founder and Chairman of Tom Hopkins International, Inc.

“The best advice I ever received was to find out who the most successful person is in my community, invite them to lunch, and listen to what they have to say. The gentleman I invited to lunch shared with me his personal motto, one that made all the difference in his life, and now it has in mine as well. Here’s the simple strategy he used to become successful:

‘I must do the most productive thing possible at every given moment.’

“When you plan your days and work your plans with that philosophy in mind, you’ll be amazed at how much faster you travel on your road to success.”



Support your industry, your organization and your suppliers, says Harold Good, President & CEO of Procurement Pros, LLC

“Looking back over 30-plus years as a procurement professional, I have benefitted from receiving great advice from many sources. Here’s some of the best:

- Earn and maintain a professional certification.
- Stay current with technology and constantly re-evaluate the benefits it can enable.
- Learn to speak the business language of your stakeholders.
- Collaborate with and support your natural partners such as supply chain, legal, risk management, project management, etc.
- Look for best value, don’t get hung up on low cost.
- Give stakeholders credit for your successes.
- Build trust! Be open and transparent in all your relationships, internal and external.”



“I must do the most
productive thing possible
at every given moment.”

Tom Hopkins

Founder and Chairman of Tom Hopkins International, Inc.



Don't languish in the status quo, says Jon W. Hansen, Editor-In-Chief, Procurement Insights

“I was recently asked the following question: What are the main things we (being procurement professionals) should start doing, and what are the things we should resolve to stop doing? In my response I discovered what represented the culmination of all of my experience over the years:

‘Challenge the status quo, look beyond the familiar, and have the courage to take action!’

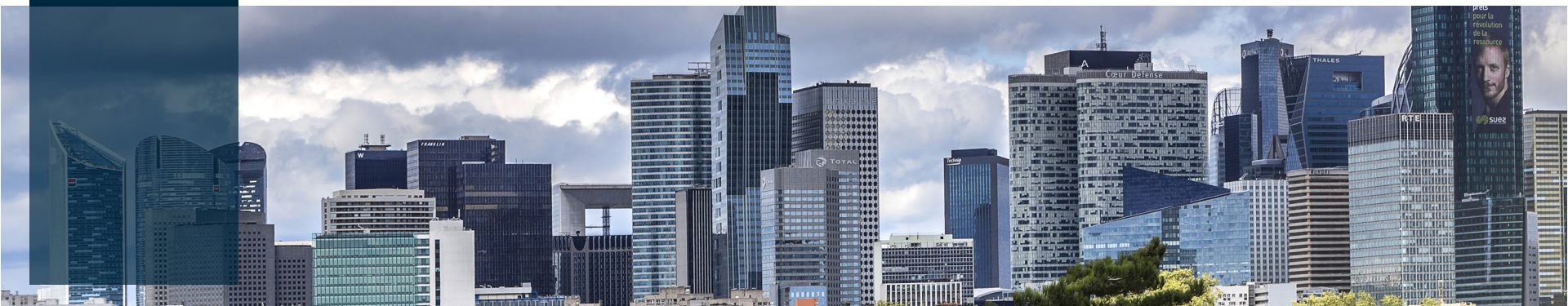
“This advice reflected the things that I have learned from the many, many people with whom I have interacted in my career. So instead of considering advice as a static catch phrase, I consider it to be an evolution of experiences that ultimately emerge in the advice that you give to others. I guess that is why they say it is also important to follow your own advice.”



Achieve more by always knowing what to do next, says Elinor Stutz, CEO, Author and Inspirational Speaker, Smooth Sale

“The third year of my sales career had me reporting to a sales manager who provided the best advice. It was the perfect suggestion that had me plowing through all tasks to achieve goals quickly. His words were, ‘Keep a continual running task list of what needs to be done so that you never lose a minute trying to recall what comes next.’”

“As a more seasoned salesperson, I would jokingly forewarn prospects that they needed to be 100% sure I was to return because I excel in following up!”



Move Forward



What these sales, negotiation and procurement leaders are telling us is to be attentive to ourselves and our world.

- Pay attention to the bigger picture. Know what other people want, need, and care about to inform what you say and do.
- Pay attention to what you're doing every moment. Because those moments transform into days, months, and years.
- Pay attention to how you, your company, your suppliers, and your industry are evolving so you don't get left behind.

Now is the choice point. You can read this advice and forget about it. Or you can move forward with what you've learned by broadening your perspective, advancing your knowledge, enhancing your productivity, and improving yourself and your business. How? By attending a SPASIGMA Negotiation Seminar that includes our 90-day online learning-management system. No one else offers this powerful combination of in-person and online training.

[REGISTER NOW](#)

