

# Achieving the Rates You Deserve

## FIVE TIPS HOW NOT TO GIVE UP



### 1. GET ACCUSTOMED TO NEGOTIATING WITHOUT EVER GIVING IN

Not giving in will take practice. The more you do it, the more confident you will sound, resulting in better paying projects.

### 2.) GET FAMILIAR WITH YOUR WALKAWAY POINTS

It's okay to step away. Sometimes when you back out, the prospective client may return with something like this- "Remember when we spoke a while ago. Based on your previous presentation I see the value in this project and would like to move forward."



### 3.) THE CUSTOMER HAS ALREADY ADVANCED AND CHOSE A CHEAPER OPTION

Find the copy that was written and touch base with them to ask how their project went about a month later. You may have a second chance if they realized the other guy wasn't so good after all, even when they paid less.

### 4.) ASK FOR A REFERRAL LEAVE THE DOOR OPEN

Ask if they could refer business your way. Maybe they know someone who could use your services. Tell them that you can do the same for their business. You're can try to nurture a relationship with them. It may boomerang back in your favor.



### 5.) SPEAK IN CUSTOMERS VOICE

Remember that the client is a buyer just as their customers are. Be sure to touch on their emotions. You will win more business that way.

Try to learn about them personally by asking a question like "So, how did you get involved with this industry and what do you like about it." People like to talk about themselves.