Sales Marketing in 2025; Closing the Deal: Effective Negotiation Tactics

Author: Seyed Farzad Mirmiran[1], Business & Academic Researcher, CEU university;
DOI: 10.5281/zenodo.14432413

Summary

Effective negotiation is a critical skill for CEOs, especially when closing high-value sales deals. CEOs must balance understanding client needs, offering value, and negotiating mutually beneficial terms. Business writing plays a significant role in drafting contracts and finalizing agreements in a way that is clear, precise, and fair. This article explores essential negotiation tactics, the importance of building rapport, and how CEOs can use business writing to ensure that deals are concluded successfully and lead to long-term business relationships.

Dr. Mirmiran Publications

1 - Senior Academic & Business Researcher at CEU University;
(Dr.Seyed Farzad Mirmiran (gumroad.com) or; https://drmirmiran.gumroad.com/ & drmirmiran@yahoo.com)
Linkedin: https://www.linkedin.com/in/seyed-m-3a3a09301/