

Quick Planning Guide for Any Negotiation

You don't get what you want; you get what you negotiate!

NEGOTIATION IS ABOUT POWER – This planning guide will help you define many of the issues in almost every negotiation. Our goal is to help you gain authority, influence, and potential by helping you map out your negotiation situation and by understanding the other side's position better. Whether you are negotiating with a boss, a client, a contractor, or a family member, using this "Quick Planning Guide for Any Negotiation" will help you gain strength and power simply by being prepared.

Answer the questions in this guide and when you are able to answer each question with confidence, you are ready to negotiate with power! Good luck.

OBJECTIVES

- To understand your personal and conditional power
- To determine and prepare for anticipated questions
- To develop questions that uncover hidden information
- To identify and understand the needs of both sides
- To define values to give away in a concession
- To summarize your wants, needs, and power
- To state concisely what you want out of the negotiation

CONTENTS

The Negotiation.....	2
Personal and Conditional Power.....	3
Anticipating Questions.....	4
Uncovering Hidden Information	5
Defining Your Needs and Their Needs	6
Creating Alternatives and Defining Concessions	7
Summarizing Your Negotiation Solution	9
Opening Positioning Statement	9

The Negotiation

DATE OF THE NEGOTIATION

WITH WHOM ARE YOU NEGOTIATING?

- What do you know about the other side?
- What sources can help you learn about them?
- What type of negotiators are they?
- What do you think their strengths are?
- Do they have some weaknesses?
- What is their business cycle?

WHAT IS THE NEGOTIATION PURPOSE? Understand the purpose and gain power

Examples

- To close the deal
- To build relationships
- To set goals
- To explore possibilities

Personal and Conditional Power

PERSONAL POWER	CONDITIONAL POWER
<p>Your Personal Power is the combination of your skills, ability, and confidence.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Active Listener • Assertiveness • Expertise • Experience • Emotional Intelligence • Confidence 	<p>Your Conditional Power is the combination of external factors specific the situation.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Time • Resources (money, cogs, widgets) • Needs • Market demands • Repeat or other business

MY SOURCES OF POWER

	PERSONAL	CONDITIONAL
Factors that INCREASE my power		
Factors that CHALLENGE my power		

Anticipating Questions

Think of a few questions that the other side might have for you. Be prepared to go deep for difficult question.

Example questions

BUYERS' PERSPECTIVE

- Are you the person who has the authority to sign a contract?
- Can you justify your pricing?
- Why should I buy from you?
- If I bring in more business, can I get a lower rate?
- What items are negotiable?
- Are you willing to amend certain clauses in your contract?

SELLERS' PERSPECTIVE

- Are you the person who has the authority to sign a contract?
- What's your deadline for closing?
- Are you dealing with anyone else?
- Are you ready to sign a contract today?
- What is the timing on closing the contract?

LIST YOUR OWN QUESTIONS

ANTICIPATED QUESTION	YOUR RESPONSE

Uncovering Hidden Information

Think of a few questions that would clarify assumptions, verify statements and facts, and uncover background information.

TIP During the negotiation be aware of the other person's body language and emotional state for further information.

LIST YOUR QUESTIONS

Defining Your Needs and Their Needs

Try to assume their needs to anticipate all possible outcomes. By understanding their needs over their wants you increase your **Personal Power!**

OUR NEEDS	THEIR NEEDS
<p>Example</p> <ul style="list-style-type: none"> • To get the best deal we can • To establish a long-term business relationship • To meet with the decision-maker(s) • To get data from the customer about the competition's offer • To define alternatives • To close the business • To get the next appointment 	<p>Example</p> <ul style="list-style-type: none"> • To feel good • To gain prestige • To purchase services that will: <ul style="list-style-type: none"> ○ Reduce stress or anxiety ○ Increase profit ○ Make life easier ○ Reduce frustration • To gain business and relationships • To make more money • To save time

Creating Alternatives and Defining Concessions

Alternatives to what we want

What are other items (product, services, etc) that you would consider receiving?

Example

- Better terms for breakout meetings
- Terms appropriate for you
- Better terms on attrition
- Ability to negotiate for attrition
- Extra 'comp.' rooms
- A meeting with all decision makers
- Commitment for future business
- A signed contract
- Extension on current contract
- Food and drink upgrades

WHAT WE COULD ASK FOR

ALTERNATIVE	VALUE/COST CHECK	HIGH	LOW
Referrals to other firms	Value to us	X	
	Cost to them		X
	Value to us		
	Cost to them		
	Value to us		
	Cost to them		
	Value to us		
	Cost to them		
	Value to us		
	Cost to them		
	Value to us		
	Cost to them		
	Value to us		
	Cost to them		
	Value to us		
	Cost to them		

Alternative to what we can offer

What are other items that are of low cost to you but of high value to them that you could give?

Example

- Smaller meetings
- Terms appropriate
- More business
- Satisfaction guarantee
- Simplified single contract
- Business downturn clause
- Discount levels

WHAT WE COULD OFFER

ALTERNATIVE	VALUE/COST CHECK	HIGH	LOW
A second contract with the same group	Value to customer	X	
	Cost to us		X
	Value to customer		
	Cost to us		
	Value to customer		
	Cost to us		
	Value to customer		
	Cost to us		
	Value to customer		
	Cost to us		
	Value to customer		
	Cost to us		
	Value to customer		
	Cost to us		
	Value to customer		
	Cost to us		

Summarizing Your Negotiation Solution

Target

What is the total range of what you want?

Walk Away

This is your lowest limit. At what point will you walk away from the deal?

Walk Away Alternative

Is there a better deal that is comparable or better? What alternatives would you consider?

Opening Positioning Statement

Now at the end of the planning guide, we ask, where do you want to start?

This statement leads toward the direction of where you want to go. Frame the statement to develop perceived value, trust, and commitment.

Example

I have worked in the meeting planning business for over 12 years and have been committed to making contracts that work for both sides. I have references that will tell you that when problems occur (which they always do) that I always work hard to ensure that solutions are created to the satisfaction of both parties. I look forward to working with you and creating a partnership into the future.

My Statement