

## What Do You Need To-Negotiate Better?



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Have you created a negotiation strategy?



Zero sum, partnership

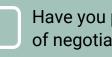
or SMARTnership?

Are you willing to share costs and values?

Do you know your counterpart's strategy?

Does your organization have a negotiating strategy?

## Preparation



- Have you prepared a list of negotiation variables?
- Have your created an agenda?
- Have you named a team?
- Have you defined team member roles?

Do you know your target, starting point and pain threshold?



## **Negotiation Process**



Do you rarely use argumentation?



Do you typically initiate by asking open questions?

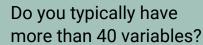
Are you focused on generating Trust?



Do you focus on creating a positive relationship?

Are you willing to take on a cost, if it benefits your counterpart?





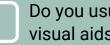


Are you focused on generating NegoEconomics?

## **NOTES:**

Do you know all variables' costs and values?

Do you typically know your counterpart's variables?



Do you usually use visual aids?

Do you keep price and legal issues low on the agenda?

Have you and your counterpart agreed on how to share?

Do you typically find asymmetric values?

Are you careful not to give anything away for free?

Are your negotiating skills 7 or higher on a 1-10 scale?



If you checked fewer than 21, it's time for expert consultation

If you're unfamiliar with "SMARTnership" or "NegoEconomics," Google them!