



THE FOUR STEPS OF A NEGOTIATION

NEGOTIATING SKILLS – THE 4 STEPS OF A NEGOTIATION

Regardless of your negotiation style, there are certain steps and guidelines that you should follow. Basically, every deal is made up of four steps, which are developed in the course: **Preparation, Opening, Bargaining and Closing.**

BEFORE THE NEGOTIATION. CHECKLIST:

Have you prepared your **BATNA** (Best Alternative to a Negotiated Agreement)?:

- 1) What's the **Purpose** of your Negotiation? What are you trying to accomplish with it? Margin? Future deals? Market share? YTD results (goals)?
- 2) What's your **BATNA**? --please see earlier section on "Definitions". And your "**Rock Bottom**"? How low are you willing to go to still profit from it?
- 3) Brainstorm for the **Three Main Ideas** which will convey your Purpose / BATNA
- 4) Have we performed a **SWOT** Analysis? Are we aware of our **Competitors' SWOT**?
- 5) Do we know our **Customers' Expectations and Perceptions**?
- 6) **Anticipate** to potential **objections and weaknesses** with strong arguments
- 7) Do you have **Facts** and **Quotes** to **back up your arguments**? Any **experts**?
- 8) Know **your product** as well as **your competitor's products**
- 9) Be aware of the **market needs (supply and demand)** and future challenges
- 10) Learn about any current or upcoming **discounts** and **special offers**
- 11) Who is your **target audience**? Find out who the **Decision Makers** are, their needs, and what they want
- 12) Know about the appropriate **regulations**, whenever necessary
- 13) How can you **Buy Time** when necessary?
- 14) How will you **make your stand**? Will you phrase it as a closing offer or as a potential offer through your "conditional language" ...?
- 15) And most importantly: **How will we build TRUST**?