

The Negotiation Checklist

Understanding the Customer

- What is the business issue they want to solve? (What's their ROI?)
- Who is involved, who are the buying influences and how do they view us? (Executive Sponsor, User, Technical, Coach, Third Parties)
- Who are we actually negotiating with, what do we know about them?
- What are the key negotiation points for the buyer?
- Do we know the competition and their proposed solutions?
- Have we a record of discussions and objections raised to date? What does this say about the customer's "hot buttons" and concerns?
- What tactics do you expect the customer to use during the negotiation?

Our Solution

- Do we have a clear statement of how we solve their business issue?
- Does the customer understand and agree with this? (Have we asked them?)
- Can we articulate our value and differentiators over the competition?
- Do we have the proof (to reduce risk) to show that we can do this?
- Have we defined our Optimum and Fallback positions?
- Besides price, what can we negotiate on? (maintenance, training, payment terms, delivery, installation, support, volume discounts, account status, etc.)

The Negotiation

- Have we had an opportunity to fully present our value proposition?
- What do the BATNAs mean to our negotiation strategy?
- Do we understand where the power and leverage is for each side? (Timing, information, power base, location, EQ, history, titles)
- Have we developed our questioning strategy?
- Have we got a clear opening statement? (How does our solution fully meet their business needs and ROI)
- What do we do if we cannot reach an agreement?

Your Attitude

- Do not assume you have to negotiate
- Don't negotiate until the customer acknowledges that their needs can be met by our solution
- Prepare thoroughly, they will!
- Demonstrate a Win-Win attitude
- Be confident in the value your product or service will return
- Listen - Don't rush to fill pauses - be comfortable with moments of silence
- Work on exchanging, not giving
- Work on all the possible variables
- Be prepared to walk away at this time