

How to prepare

- Stage 1 Brainstorm all the issues that can be negotiated
- Stage 2 What do we want for each issue?
- Stage 3 Prioritise
- o H - high
 - o M - medium
 - o L - low
- Stage 4 Set your negotiation range, what are your entry and exit points?
- Stage 5 What might the other negotiator want? – Don't make rash assumptions.

Red behaviours

- Manipulation
- Aggression
- Taking
- Intimidation
- Exploitation
- Focused on their agenda, no concern for yours

Purple behaviours

- Take and give
- Collaboration
- Good intentions
- Open and creative
- Absolute and direct
- Problem solver
- Two-way exchange

The process



- *Preparation* *What you want*
- *Discussion* *What they want*
- *Proposal* *What wants you might trade*
- *Bargain* *What wants you will trade*
- *Agreement* *Summerise and confirm*



Issues	Priority	Entry	Exit
Rate for training			
Payment terms			
Reports			
Discovery			

Top Tips

- Prepare
- Ask questions -listen very carefully for their wants
- Keep your powder dry
- Be confident (they want your product)
- Use IF more than NO
- Sell your variables
- Never give always trade
- Never accept a first offer
- Welcome any movement from them
- Ignore dirty tricks and don't use them