

SAMPLE ROADMAP



NEGOTIATE LIKE A **BOSS**

YOU - SELLER

Research Strategy

This is YOU - in this example you are selling widgets. Think about your research strategy. Where will you go for information about this negotiation?

1. Ask the Buyer - ask questions and LISTEN
2. Your Network - what's new with their company
3. Your network - what's new with your closest competitors
4. Website / Facebook/Twitter/Linkedin

Strategy List

What ideas do you have for negotiable items that would add value to the deal for you? Think beyond sale price - look for ideas that mean a lot to you and might cost them very little.

1. Approval to use their Logo and a testimonial on your website
2. Become one of their Preferred Vendors
3. Three year contract vs One year contract

Alternatives to the Deal

List your alternatives to an agreement. What will you do if you do NOT come to an agreement? Never agree to a deal that is worse than one of your alternatives.

1. Ask for the opportunity for future business
2. Find other potential customers
3. Do Nothing

BUYER

Research Strategy

This Example: Buyer uses widgets in production of their wonkets. You are one of three potential suppliers. Think about where they are getting information about you.

1. From you-what questions are they asking you?
2. From their network - what assumptions are they making about you?
3. From your website and social media- what information do you post publicly?

Strategy List

What would be on the buyer's strategy list? Brainstorm ideas other than price. How would you know? Ask the buyer! List everything - but highlight items that mean a great deal to them and cost you little.

1. Access to innovation - new products/process that save time/money
2. "Just in time" delivery - you are a block away
3. Access to information or soft introductions - do you have a customer list that would be valuable to them?

Alternatives to the Deal

What will they do if you do not come to an agreement? This is where you estimate their position. Make assumptions - know that some are wrong. Ask questions to validate or disprove your assumptions.

1. Do they need the widgets... now?
2. Why are they asking you for a quote ?
3. Do nothing - They have the option to do nothing too.

Now it's your turn. Use the guide on the back side to navigate your road map.

NEGOTIATION ROAD MAP

YOU

Research Strategy

Strategy List

1. _____
2. _____
3. _____
4. _____
5. _____

Alternatives to the Deal

1. _____
2. _____
3. _____

COUNTERPART

Research Strategy

Strategy List

1. _____
2. _____
3. _____
4. _____
5. _____

Alternatives to the Deal

1. _____
2. _____
3. _____

Target Goal: _____

Agreed Outcome: _____

Lessons Learned: _____



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