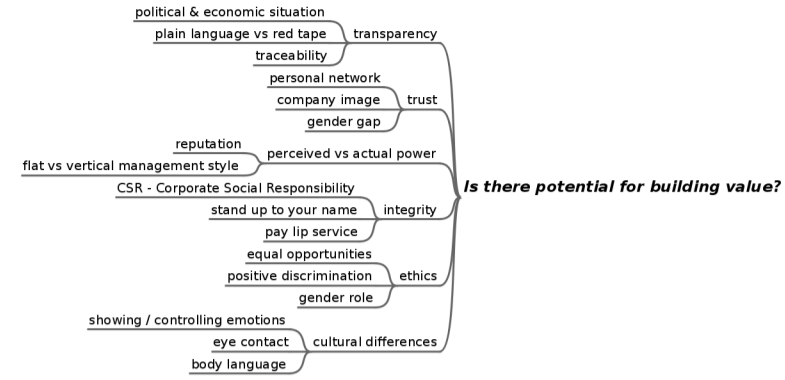
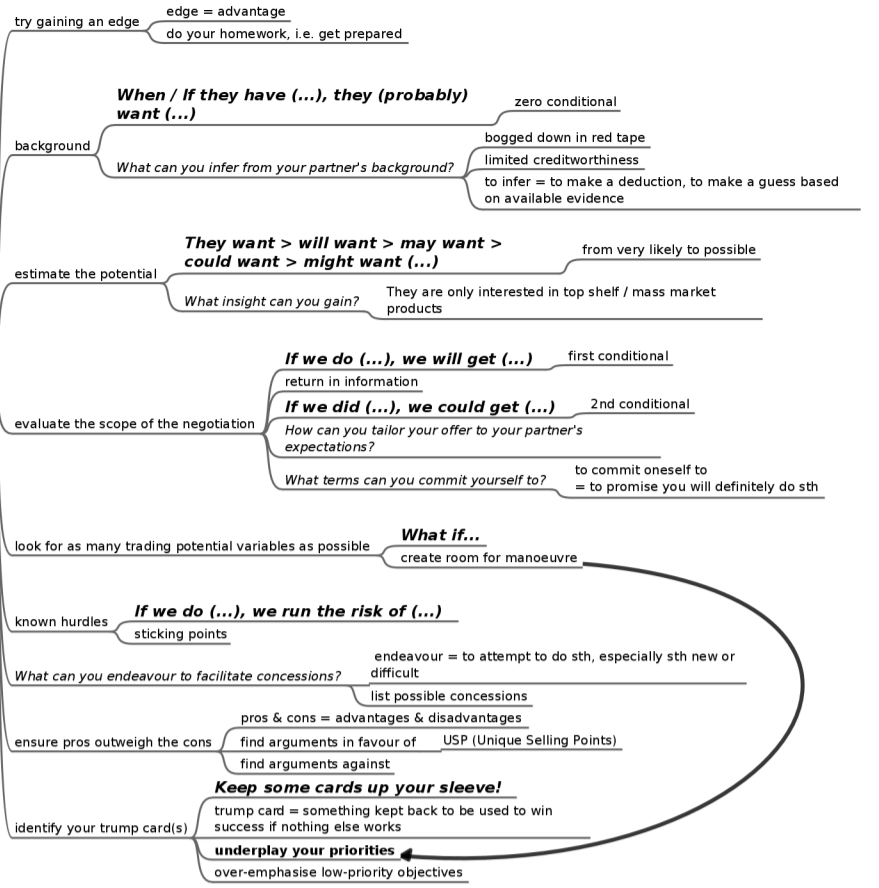


Negotiations mindmap

D. Potter
20181204



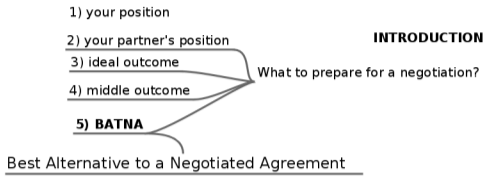
PREREQUISITES



BEST PRACTICE

Practice & Theory

INTRODUCTION



Are you prepared to negotiate in a collaborative way?

How can you tell which one your partner is after?

What assumptions can you make?

In Russia, the future is unpredictable, concern for total value is less tangible

focus only on TOTAL COST

= synergy interest in TOTAL VALUE

Do you consider long-term relationship opportunities?
common agenda
make endeavours
concede some items

win-win

Which comes first?

selling OR negotiating?

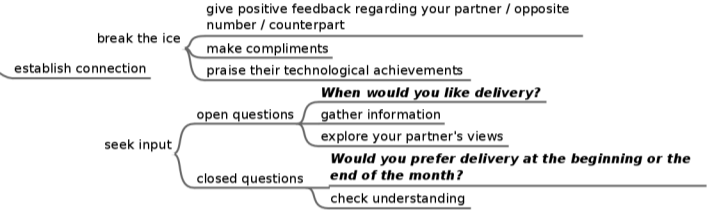
selling:
first convince, then discuss terms

Do we agree to disagree?

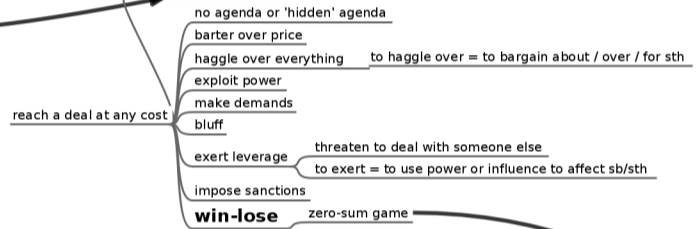
don't recognise differing interests as a source of conflict
keep emotions under control
concessionary trading

win-win

KICK-OFF



Take it or leave it!



FINALISING AN AGREEMENT

Let's wrap up...

signing a contract is the end of your business relationship

signing a contract is the beginning of your business relationship

repeat business

binding (on / upon sb) = that must be obeyed because it is accepted in law
contract is not legally binding

- is more like a LOI (Letter of Intention)
- less important than a handshake

I see where you're coming from

give evidence of active listening

- paraphrase

signalling phrases *Let me sum up what we've agreed so far*

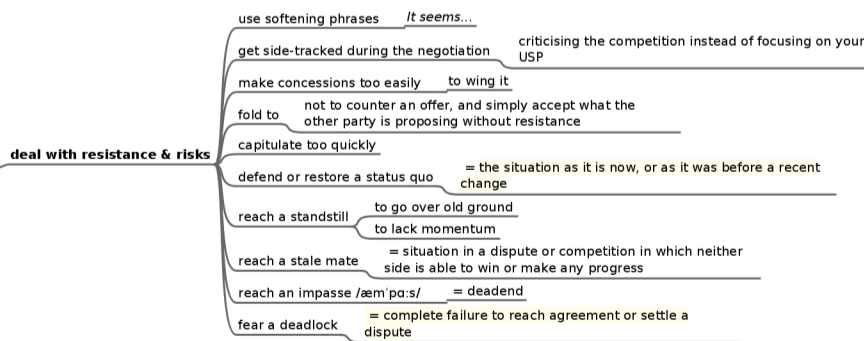
I take for granted that you know about our USP

Unique selling points

give persuasive arguments

- Sing your praises
- Draw attention to USP

That's what I thought first as well but...



Would you be prepared to do (...)
if we did (...)

use brainstorming techniques to move past resistance

- It doesn't actually have to be all now...
- Why don't we try first...

What would you need from me to do...?

ask diagnostic questions

- Can you demonstrate how...?
- Can you make a compelling case that benefits the bottom line?

Scratch my back and I'll scratch yours

ask for reciprocity

- Can you do this for me in return?
- Could you do that in exchange of...?

I think I can make this happen if...

make a counter offer I'll go one up on you