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Crucial things to

PREPARE for any negotiation



Look for additional variables in order to expand the pie

Use visual aids. Whiteboard, powerpoint, flipover etc



42%

Additional value can be found using the award winning NegoEconomics model

Create and negotiate the agenda



3

Set the team. Preferably 3. Head, calculator and note-taker

Starting point, threshold of pain and walk away. Never begin a negotiation without those 3



Prepare your strategy. SMARTnership, partnership or zero sum

Where are you negotiating? Your location? Their location?



Questions. Open "wh" questions. Reduce argumentation

Prepare to listen for the counterparts values and costs



Not to prepare is preparing for failure!

KJ

Keld Jensen
Negotiation, Trust, Behavioral Economics

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