

5 Stages For A Successful Negotiation

Action Planning

Action 1

Identify



Identify a negotiation you will be involved in. Write down the 'milestones' that exist for this event. Decide on deadlines of the preparation and planning, then plan for the discussions you will have with this prospect.

Action 2

Plan

YOU
Win-Win
PROSPECT

Put your proposal together. This should be aimed at a win-win scenario for both you and the prospect. Decide on where you are willing to move (price, terms, delivery etc.) and by how much.

Action 3

Prepare For Bargaining



Write down the possible negotiable areas that you could move on. Could price be an issue? Delivery terms? Specification? Work out what will be most important for you and the prospect.