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strategic negotiations

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- **Get the other side to pick your options**
- **Help focus on process & ‘how’ they negotiate**
- **Work in a wide variety of industries**
- **Value added is in the ‘how’ – not in the ‘what’**

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The good news?
I got him down to 10.

And, the bad news ...



1 Be clear on your outcomes

2 Why does the other side care?

3 Options / Alternatives / BATNAs

4 Prepare, prepare, prepare

1 Be clear on your outcomes

- Be clear: why you are doing this deal?
- What are ALL your desired outcomes?
 - not just business outcomes
 - know your personal motivations
 - relationships, personal, \$ubstantive
 - be honest!
- If you can't see the bulls-eye, you can't hit it
- Toughest negotiation is with yourself

2 Why does the other side care?

- Get clear on why the other party is interested
- Focus on their non-business motivations
- Get really curious
- More leverage in personal needs than biz case
- Marginal gain in analyzing the data 1 more time

3 Options / Alternatives / BATNAs

- Have a credible option to doing the deal
- The more creative the option the better
- Don't limit yourself to the obvious
- Good options change outlook/psychology

4 Prepare

- Allow 5x more for preparing than negotiating
- Focus on process - not substance
- It's the HOW not the WHAT
- Stop number crunching – stop it now
- Allow more time to negotiate than imaginable

And Finally

- Get a kick-ass negotiations strategist

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