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# ***MANAGING DEAL MOMENTUM***

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## *What is Deal Momentum?*

- Basic human psychology
- Buy in, commitment and inertia caused by the creative and collaborative process of a deal
- Can be negative or positive
- Needs to be managed



## *How do you create Positive Deal Momentum?*

- By identifying and resolving issues in a collaborative and cooperative manner
- By creating a negotiation atmosphere of integrity
- By dealing with issues in the correct order of magnitude
  - once big issues solved, the little ones will “take care of themselves”



## *Destroyers of Deal Momentum*

- Bad business deals (duh!)
- Last minute changes
- Renegotiations
- False Ultimatums
- Repeatedly missing milestones/deadlines (eg. Financing)



## *Keys to Managing Deal Momentum*

- Do your homework / Be prepared for anything
- Know your own baggage and issues
- Identify and neutralize deal breakers or gating issues early
- Be prepared to be creative
- Negotiate fairly



## *Keys to Managing Deal Momentum - (con't)*

- Manage expectations
- Seek professional / outside advice before mind pegs set
- Hire the right lawyer!!
  - Understands the issues and process
  - Communicates clearly



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