

Action Plan/ Module 6 - Negotiations for the Win/Win!



Now comes the hard bit! How are you going to put into practice what you have learnt today?
This sheet is to help remind you what we covered and identify what actions you need to put into place.

What do you have available?

Look at your list you made - what do we have? What do your clients have? e.g. rebate terms, interview process, exclusivity

The Win/ Win approach

Identify the problem

Problem statement

solution generation: Expand the pie/log rolling/non-specific compensation/ cost cutting/bridging

Show your position

Negotiating fees

Mark up V's margin

Use small increments

Quote £ not % - sounds more when making deductions

Sliding scale - start high for a new client - create incentives to work with you again

What is your position? LIM/ PSL

And remember -

ask for exclusivity whenever possible

Uncover their pains

Know your worth - what do you spend your time doing? And how much does that work out per hour?