

20 STEP SALES NEGOTIATION CHECKLIST



1. Identify the other side's need
2. Identify the buyers
 - » User
 - » Technical
 - » Strategic
 - » Coach
3. Identify the other side's positions and interests
4. Identify our BATNA and the other side's BATNA
5. Identify other positions of power and leverage for each side
 - » Time power
 - » Information power
 - » Standards power
 - » Expert power
 - » Title power
6. Identify outcomes ... best, expected and minimum acceptable
7. Our opening proposal
8. Identify our killer arguments
 - » Done it before
9. Identify our key discriminators
 - » Why chose us?
10. Identify our ghosting discriminators
 - » Why not chose the competition?

11. Identify the ROI that we will be supplying the prospect
 - » Why do this at all?
12. Identify team members (as appropriate and necessary)
 - » Leader
 - » Spokesperson
 - » Numbers person
 - » Experts
 - » Observer
13. Identify third party roles
14. Develop opening statement for relationship building
15. Develop questioning strategies
16. Develop opening proposal
17. Develop pricing strategies
18. Develop concession strategies
19. Develop bargaining strategies
20. Ready for unethical negotiating techniques



20 STEP SALES NEGOTIATION PROCESS

STEP ONE: IDENTIFY THE OTHER SIDE'S NEED

(at the start of the sales process)

STEP TWO: IDENTIFY THE BUYERS

User

Technical

Strategic

Coach

**STEP THREE: IDENTIFY THE OTHER SIDE'S
POSITIONS AND INTERESTS**
(at the start of the negotiation process)

POSITIONS

INTERESTS

**STEP FOUR: IDENTIFY THE BEST ALTERNATIVE TO
A NEGOTIATED AGREEMENT (BATNA)**

THEIR BATNA(s)

OUR BATNA(s)

STEP FIVE: IDENTIFY OTHER POSITIONS OF POWER AND LEVERAGE FOR EACH SIDE

POSITIONS	OUR SIDE	THEIR SIDE
Time Power		
Information Power		
Standards Power		
Expert Power		
Title Power		
“Coach” Power		

STEP SIX: IDENTIFY OUTCOMES

BEST

EXPECTED

MINIMUM ACCEPTABLE

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graph TD; BEST[BEST] --- VERTICAL[ ]; EXPECTED[EXPECTED] --- VERTICAL; VERTICAL --- MINIMUM[MINIMUM ACCEPTABLE]; MINIMUM --- HORIZONTAL[ ]
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STEP SEVEN: OUR OPENING PROPOSAL

STEP EIGHT: IDENTIFY OUR KILLER ARGUMENTS *(Done It Before)*

STEP NINE: IDENTIFY OUR KEY DISCRIMINATORS
(Why Choose Us?)

STEP TEN: IDENTIFY OUR GHOSTING DISCRIMINATORS
(Why Not Choose The Competition?)

STEP ELEVEN: IDENTIFY THE ROI THAT WE WILL BE SUPPLYING THE PROSPECT
(Why Do This At All?)

STEP TWELVE: IDENTIFY OUR TEAM MEMBERS

	NAME	PERSONALITY TYPE
Leader		
Spokesperson		
Numbers person		
Expert		
Observer		

STEP THIRTEEN: IDENTIFY THIRD PARTY ROLES

(Channel partners, strategic alliances, value-added resellers, suppliers, subcontractors, consultants, etc.)

STEP FOURTEEN: DEVELOP OPENING STATEMENT FOR RELATIONSHIP BUILDING

(To get the opposite side to open up and start talking)

	NOTES
Personality type	
Job history	
College attended	
Sports, hobbies, interests	
Professional hot buttons, interests	
Member of trade associations	

STEP FIFTEEN: DEVELOP QUESTIONING STRATEGIES

	QUESTIONING STRATEGIES
Overall need	
Interests	

STEP SIXTEEN: DEVELOP OUR OPENING PROPOSAL

STEP SEVENTEEN: DEVELOP PRICING STRATEGIES

STRATEGIES TO CONSIDER:

- Aiming higher
- Price bracketing
- Before making price concessions, get commitment to buy
- Ready for “Is that the best you can do?”
- Be the first to mention price?
- Be ready to stand your ground on price
- Be ready to delete some part of the offer in order to lower the price
- Be ready to show ROI

NOTES: _____

STEP EIGHTEEN: DEVELOP CONCESSION STRATEGIES

STRATEGIES TO CONSIDER:

- What are we willing to concede:

- » Price? _____

- » Mainenance? _____

- » Training? _____

- » Payment Terms? _____

- » Guarantees? _____

- » Delivery? _____

- » On-site people? _____

- » Volume discounts? _____

- » Customized solutions? _____

- » Co-marketing? _____

- » Installation? _____

- Can we bundle if neccessary?

POINTS TO REMEMBER:

- Never give up a point without a concession
- Taper concessions
- Big moves on little issues...small moves on big issues

STEP NINETEEN: DEVELOP BARGAINING STRATEGIES

STRATEGIES TO CONSIDER:

- Getting the other side to offer first
- Never say yes to first offer
- Always react to each offer (flinching)
- Use the vice tactic
- Telephone offer
- Ready for “good guy – bad guy”
- Be ready to withdraw the offer
- Ready for the higher authority tactic
- Delays and acceleration
- Taking breaks
- Walk out
- Stalemate
- Deadlock
- Impasse
- Be ready for best and final offer
- Nibbling Strategies

NOTES: _____

STEP TWENTY: READY FOR UNETHICAL NEGOTIATION TECHNIQUES

UNETHICAL TECHNIQUES:

- Decoy or Red Herring
- Cherry Picking
- Deliberate Mistakes
- Default
- Escalation
- Planted Information





