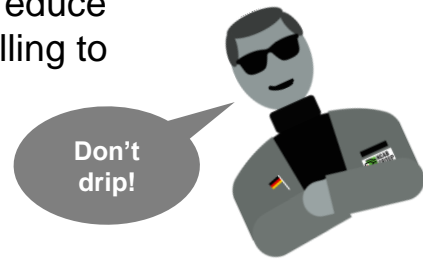


## NEGOTIATION CHECKLIST

- Do I know the **ZOPA** (my & their red line)?
- Do I know the **customer's bigger picture** (more than the PCB) of their needs, and how we can I add value to that?
- Do I have **alternatives**, that can either reduce our costs or make the customer more willing to pay?
- Do I have a **BATNA**?
- Have I sent an **agenda**, with the price discussion in the end?
- Do I know **who** will be at the negotiation?
- Have I **eaten**?
- Is my **calendar open** after this meeting?



Never give away anything without asking for something in return!

### Remember!



- ✓ My goal is to:
  - ✓ Build **strong relationships**
  - ✓ **Learn** about their needs
  - ✓ **Show** the value we can add to them
  - ✓ **Cooperate** together with the customer to come up with a solution
- ✓ Customer's are usually **selective with information** – it's their job to push the price down!
- ✓ I am one of few they can **trust**
- ✓ Walking away from a bad deal is **NOT** a loss!
- ✓ **Our strategy** – HMLV – is usually more expensive, but a lower total cost for customers with these needs
- ✓ Be **soft** on the person
- ✓ Pretend the person is trying to **help me win** the order (in a strange way), and be curious about their position
- ✓ **Don't drip** – Never give away anything without asking for something in return!

**Attitude & confidence!!**

