

**PURPOSE:** This template will help you to better prepare and plan your negotiation strategy to create a win-win situation with your customer.

Company:	Date:
<b>Contact #1</b>	<b>Contact #2</b>
Name:	Name:
Role:	Role:
Personality Style::	Personality Style:

**History: :**

**Potential Revenue:**

## 8 Steps To The Negotiation Process

<b>Step #1</b>	<b>Preparation Planning:</b> What are your SMART goals?
<b>Step #2</b>	<b>Getting to Know One Another:</b> What will you say to "connect"? – Determine DIGS
<b>Step #3</b>	<b>Statement of Goals &amp; Objectives:</b> What is your opening statement?
<b>Step #4</b>	<b>Starting the Negotiation:</b> Gambits; Compliance Principles
<b>Step #5</b>	<b>Disagreement &amp; Compromise:</b> Listen carefully for signs that indicate a compromise
<b>Step #6</b>	<b>Agreement:</b> Prepare for an agreement to be reached or deadlock
<b>Step #7</b>	<b>Review &amp; Confirm your Agreement:</b> Cost Benefit / ROI
<b>Step #8</b>	<b>Secure Go Forward Commitment:</b> What are the next steps/actions? Secure next meeting/call

