

Three Steps Toward a Collaborative Negotiation

1. What is a familiar customer negotiation tactic that you often experience? For example: "I can get it cheaper elsewhere," "My boss won't approve this price," or uses negative remarks or gestures. Write it below.

2. How can you apply any or all of these response tactics to the item you wrote in #1 above?

Response Tactic	Your Plan
Evaluate their perception of your value	
Question the customer	
Validation	
Justify the price	
Remove or add	
Stoppers	

3. How can you apply any or all of these response tactics to the item you wrote in #1 above?

Features of a Collaborative Negotiation	Check if yes
Exhibits mutual trust	
Considers business and relationship	
Identifies creative solutions	
Understands needs, wants, and motivations of both parties	
Expands the deal	
Focuses on mutually beneficial outcomes	
Strives for best agreement	

For any item not checked "yes," consider adjusting your plan.

