



HOW TO

STRATEGICALLY PREPARE

FOR ANY NEGOTIATION

✓ **THE #1 SECRET
TO SUCCESS IN
NEGOTIATIONS!**

**A ONE-DAY SEMINAR
FROM BENEDICT
NEGOTIATING SEMINARS**

PHASE 1

THE NEGOTIATION PLANNING GRID



The Planning Grid is really your “definition of success” for the negotiation.

It includes:

- A list of all the items being negotiated
- A ranking of the negotiable items in order of importance
- The development of the “aim high” counter-offer
- The establishment of a bottom line for each negotiable item
- The determination of a mid-point for each item

SKILL-BUILDING

In addition to demonstrating how to develop the Grid, this session is a skill-building seminar in which participants actually develop a Grid. The class is divided into teams of 4-6 people, and using a case study, applies the 5 steps to complete a Negotiation Planning Grid. Then all teams return to the large group to outline and explain the reasons for the various positions on their Grid.

PLANNING GRID				
RANK	NEGOTIABLE ITEMS	COUNTER OFFER	MID-POINT	BOTTOM LINE
	DELIVERY			
	SERVICE			
	PRICE			
	TERMS			
	WARRANTY (PARTS)			
	CONTRACT LENGTH			
	FREIGHT			
	VOLUME			

PHASE 2

THE PREPARATION AND PLANNING WORKSHEET



It's only an 8 1/2" x 11" sheet of paper, but our clients tell us it is one of the most powerful tools they have in preparing for a negotiation.

Some companies use it as a blueprint to help them build their negotiating strategy. Others use it as a checklist to make sure they have considered each vital area of the planning process.

In most companies where we've implemented this course, purchasing managers REQUIRE negotiators or negotiating teams to present their Planning Grid and Preparation Worksheet to them, previous to critical negotiations.

SKILL-BUILDING

As in Phase 1 (the Planning Grid), this is again a skill-building exercise. The class divides into the same small group teams as it did in Phase 1 and then applies the Preparation and Planning Worksheet to the same case study. After the small group work is complete, the teams return to the large group to explain their findings and conclusions for each of the 5 steps of the Worksheet.

PREPARATION AND PLANNING WORKSHEET			
STEP 1 – Pre-Negotiation Fact Finding			
<ul style="list-style-type: none"> • What are the questions that you need answers to PREVIOUS to the formal negotiation? • What information or documentation will you need to take with you to the negotiation? 			
STEP 2 – Leverage			
<ul style="list-style-type: none"> • What are your sources of leverage and how do you rank them (Strongest through weakest)? • What are the supplier's sources of leverage and how will you deal with each of them? 			
STEP 3 – Comparison of your Planning Grid to the Perceived Seller's Planning Grid			
Rank	Buyer's Grid	Rank	Perceived Seller's Grid
1		1	
2		2	
3		3	
4		4	
5		5	
Looking at the two grids:			
<ul style="list-style-type: none"> • Do any additional sources of leverage occur to you? • Do you see any potential trade-offs? 			
STEP 4 – Trade-Offs			
<ul style="list-style-type: none"> • What do you see as potential trade-offs in this negotiation? • Are there trade-offs that would have a high value to the supplier—but a low cost to you? 			
STEP 5 – Critical Opening Minutes			
<ul style="list-style-type: none"> • Who will play what roles? 			

PHASE 3

REHEARSAL



For critical negotiations, this third phase, rehearsal, is a key element of success.

The course demonstrates how Rehearsal and Role-Play help to:

1. Seek out in advance what the other party might say so you have time to prepare the “right thing to say at the right time.”
2. See how your negotiators perform as a team.
3. Help your support people to understand the context of their roles – what to say and not say.
4. Understand why and how to rehearse if you’re negotiating as an individual rather than a team.

SPECIAL SECTION: HOW TO FIND TIME TO REHEARSE BEGINNING THE NEGOTIATION

This section is a vital ingredient in enabling individuals and/or teams to find the time to rehearse. If there is a “time crunch” in which role-playing the entire negotiation is out of the question, roleplaying the critical opening minutes can still provide significant results for any team or individual. This section shows how and why.

SKILL-BUILDING

The course enables participants to do a short but effective role-play of the opening minutes of the negotiation using the case study they have been working on throughout the day.

CONCLUSION

This 1-Day Course provides participants with the opportunity to learn and implement a 3-phased, systematic, time-efficient approach to Preparation and Planning that they can **use for the rest of their negotiating career.**

WHO SHOULD ATTEND?



1. PURCHASING, PROCUREMENT, SOURCING & SUPPLY CHAIN.

2. SUPPORT PEOPLE – This is an excellent opportunity for support people to understand their important role in the negotiating process (it does not teach them how to negotiate, it teaches them how to professionally prepare for the negotiation – and a context for their role on the team).

3. MANAGEMENT – This fast-paced 1-Day Session enables management to understand the Preparation and Planning System being taught to their people. Once managers begin to request the Planning Grid and Preparation Worksheet from negotiators previous to the negotiation, the Preparation Process will start to become culture in your company. In addition, the meeting between managers and negotiators to discuss the Grid and Worksheet provides shared expectations about the outcome of the negotiation and a tremendous “forum for discussion” about any up-coming negotiation.

4. NEGOTIATING TEAMS who are preparing for a specific negotiation.

ABOUT THE AUTHOR



Since 1984, Robert M. Benedict has taught his Real World Negotiating™ Seminar to over 35,000 purchasing, engineering, and sales professionals for some of the world’s largest corporations. He has also trained other trainers to implement his negotiation courses and they now serve as consultants for Benedict Negotiating Seminars – teaching his course not only in North America, but also in Europe, Asia, the Middle East, South America, and Australia.

He has received public recognition from the Jaycees in being named one of Minnesota’s Ten Outstanding Young Men and by the Sun Newspapers as Metropolitan Man of the Year. He has also been covered nationally by the Reader’s Digest and ABC-TV.

Mr. Benedict’s background includes being elected mayor of Minnesota’s third largest city (Bloomington) at age 23. Two years later he was re-elected by the largest majority in the city’s history. At age 26, he was elected as one of the youngest members of the Minnesota State Senate.

After not seeking re-election, Benedict was named at age 30 as Vice President and Division General Manager at National Computer Systems. Today he focuses his energies and expertise, as he has for many years, on the teaching of negotiation skills – while serving as President of Benedict Negotiating Seminars, Inc.

OTHER SEMINARS OFFERED BY BNS



Real World Negotiating™ (How to Professionally Conduct Any Negotiation)

This 2 or 3-day seminar is the follow-up session for the 1-day, “How to Strategically Prepare for Any Negotiation” workshop. It is the negotiating Seminar of choice for companies across North America, South America, Europe and Asia. Customized to each company’s particular needs, the seminar provides a wide variety of effective, practical and readily useable negotiating skills.

- How to prepare for a negotiating
- How to being the negotiation – five specific steps
- The four negotiating styles
- How to trade rather than give concessions
- Staying assertive, confident and non-manipulated
- How to deal with Back Door Selling (Introductory Session)
- How to fight a price increase
- How to deal with Single and Sole-Source Suppliers (Introductory Session)
- The ten laws of negotiation...plus much more

A 55-page workbook / resource guide accompanies the workshop.

Visit: <http://bit.ly/BNSseminars> for more information.

OTHER SEMINARS OFFERED BY BNS



“Loose Lips Sink Companies!” (How to STOP Back Door Selling)

Back Door Selling is a whole series of probing questions that salespeople are meticulously taught to ask – primarily technical people – *well in advance of the formal negotiation.*

Sellers are taught to frame these questions in such a manner that the people being questioned unwittingly provide the answers – unaware that these answers are “giving away the Negotiating Store.” Unless a company deals with the overflow of information via Back Door Selling, *negotiations may be over before they start!*

Used nationwide at such companies as Honeywell, Rockwell, John Deere, Texas Instrument, Delphi Automotive and many others, this 3-hour workshop will:

1. Identify Back Door Selling questions.
2. Provide an understanding as to why the salesperson is asking these questions.
3. Build confidence with specific responses your people can use immediately

A 52-page workbook / resource guide accompanies the workshop.

Visit: www.looselipssinkcompanies.com for more information.

OTHER SEMINARS OFFERED BY BNS



Negotiating With Single & Sole Source Suppliers

Few negotiations are more difficult than those with Single and Sole Source Suppliers. With seemingly little or no negotiating leverage for the buying company, even minor concessions from the supplier are grueling to obtain. The situation is often not only painfully frustrating – but extremely costly to the buyer company.

Can anything be done to increase leverage with single and sole source suppliers?

As this 2-day workshop emphasizes, the answer is a resounding **YES!**

Part 1 delves into 12 classic sources of leverage that our clients use as a “checklist” in preparing for Single & Sole Source negotiations.

Part 2 moves to the next step: How to progress from building leverage to designing a full-fledged negotiating strategy.

The workshop is definitely meant to involve BOTH purchasing and technical people as well as other support people who deal with Single & Sole Source Suppliers.

A 58-page workbook / resource guide accompanies the workshop.

Please visit: <http://bit.ly/BNSseminars> for more information.



Contact Us Today to Schedule Your Seminar.

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