

Structure of Your Negotiation

Why should you be concerned with the structure of your negotiation? Use the following key areas as a guideline in developing your own negotiation strategies:

Create Interest

Make sure the other party is interested in what you have to offer. What's in it for them? How can you help them be open to negotiation and create a win-win resolution?

State the Problem

Clearly define the problem you intend to alleviate. Relate your understanding of how the need or problem affects the other party so they know that you understand exactly where they're coming from.

Offer Evidence

Support and validate your claims and concerns. Expand your credibility by giving the other side additional sources to rely on besides you. Evidence can include examples, statistics, stories, testimonies, analogies and any other supporting material that is used to enhance the integrity and congruency of your negotiation efforts.

Present a Solution

Clearly and convincingly present how your solution will meet their needs and will help them achieve their goals and objectives.

Agreement

After showing them how you can fulfill their needs, your prospects should be interested in pursuing the deal further. Then, a discussion of terms naturally follows. Work out terms that are agreeable to all.

Using this type of structure facilitates people's acceptance of what you have to offer. We all have a logical side to our minds, which results in our need for order and arrangement. If you can't be clear, concise and orderly, the negotiation will be unclear, non-concise and disorderly.

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