

*Pre-Negotiation Checklist*

Account/Property/Name(s)

Who will attend?

What is their background?

Are they experienced negotiators?

What is their current mindset?

What are their concerns?

What is your current relationship with them?

What are my needs?

What are my client's needs?

What is the main problem/challenge?

What are potential issues behind the problem?

Are there any emotional/ego issues?

What could be the initial perception of your offer?

What obstacles could you face?

What is your final call to action?

What will increase your credibility?

What are the cultural considerations?

What is their background?

List supporting evidence and facts.

What is your WIN (Want, Intend, Need)?

Anticipated demands & strategies to overcome.

Anticipated questions & strategies to overcome.

Anticipated objections & strategies to overcome.

List the questions you will ask.

Main issues your solution will eliminate.

Benefits you will emphasize.

Potential counter demands.

What concessions can you offer?

What is your standard?

Can you make the pie bigger? (optional solutions)