

THE NEGOTIATION TOOL

Most people have no idea how to properly negotiate for a win. It's not about you, it's about them. And with this tool, you can leave the event with a blueprint for the perfect negotiation meeting.

Name:

Date:

THEIR IDEAL

MY IDEAL

MY STORIE

DEAL POINTS

-
-
-
-
-

MARK ONE FOR EACH

- | | | | |
|----|--------------|------|-----------|
| 1. | Nice to Have | Want | Must Have |
| 2. | Nice to Have | Want | Must Have |
| 3. | Nice to Have | Want | Must Have |
| 4. | Nice to Have | Want | Must Have |
| 5. | Nice to Have | Want | Must Have |

THEIR IDEAL

Desires:

Goals:

Fears:

MY IDEAL

THE NEGOTIATION TOOL

Example

Name: Jhon Doe

Date: 01/01/2021

THEIR IDEAL

Increase revenue to \$200M
Decrease refunds to 12%
Eliminate wasteful spending in office

MY IDEAL

Change 1,000,000 lives this year
Decrease refunds to 12%
Donate 10M meals to Feeding America

MY STORIE

Through my X years of service I've been able to help companies grow their bottom line while at the same time changing a lot of lives.

DEAL POINTS

- I help them scale marketing
- They help me with operations
- I intro them to feeding america
- We both hire saves manager
-

MARK ONE FOR EACH

- | | | | |
|----|--------------------------------------------------|------------------------------------------|-----------------------------------------------|
| 1. | <input checked="" type="checkbox"/> Nice to Have | <input type="checkbox"/> Want | <input type="checkbox"/> Must Have |
| 2. | <input type="checkbox"/> Nice to Have | <input checked="" type="checkbox"/> Want | <input type="checkbox"/> Must Have |
| 3. | <input type="checkbox"/> Nice to Have | <input type="checkbox"/> Want | <input checked="" type="checkbox"/> Must Have |
| 4. | <input type="checkbox"/> Nice to Have | <input type="checkbox"/> Want | <input type="checkbox"/> Must Have |
| 5. | <input type="checkbox"/> Nice to Have | <input type="checkbox"/> Want | <input type="checkbox"/> Must Have |

THEIR IDEAL

Desires: Have a profitable company

Goals: \$200M this year

Fears: Having to let employees go

MY IDEAL

I will help them scale their marketing, help hire a saves manager and intro them to feeding america for greater impact and I will own 17.3% of the company.