


*Marketing  
& Negotiation for  
Contract Services*

...or getting across the road without getting run over.



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- *Graphic Communication, Information Design, Marketing & Creative Services*
- *Paso Robles, CA*
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**Relevant Experience**

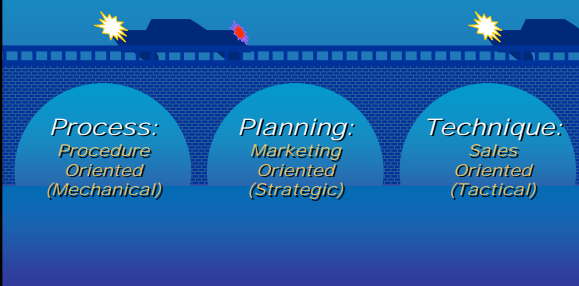
- *15 Years Graphic Design & Production in Marketing & Corporate Communications*
- *10 Years Technology Marketing and Product Management*
- *5 Years Independent Contractor*

**Negotiating is a Two-way Street**



- *The view is different from the other side*
- *It is an "adversarial process"*
- *You must be able to see and understand your adversary's point of view*
- *You must address their needs and overcome perceived obstacles*
- *When they "feel" they are getting what they want, you will get what you want*

**Getting across on Solid Footing**



*Process:  
Procedure  
Oriented  
(Mechanical)*

*Planning:  
Marketing  
Oriented  
(Strategic)*

*Technique:  
Sales  
Oriented  
(Tactical)*

**The Process**

- 1) *Find out what your adversary wants.*
- 2) *Know exactly what you want and what you are willing to do to get it.*
- 3) *Get enough information to define the terms of an agreement.*
- 4) *Validate your adversary's commitment as soon as possible.*

### The Process

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- 5) *Communicate your value-added position, your offer and your personal commitment.*
- 6) *Prepare to make compromises and to avoid concessions.*
- 7) *Seek a middle ground, "meeting of the minds", win-win.*

When they "feel" they are getting what they want, you will get what you want!



### Planning: Three Big Wheels

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### Research

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- *Who is your adversary?*
- *What is their history in the market?*
- *What are the requirements & deliverables?*
- *Can it be done?*
- *What are all possible pitfalls and contingencies?*
- *What are fair market rates?*
- *What should it cost?*
- *What is the competitive landscape?*

### Goal Setting

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- *What do you need to get to "feel" you are getting what you want?*
- *What are you willing to do (or not) to get it?*
- *What are your limitations?*
- *When would you walk away?*

### Positioning for Strength

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- **Value-Added Proposition**
  - *Differentiation*
  - *Features & Benefits*
  - *Extras*
- **Presentation**
  - *Position for Personal Power*
  - *Position for Value*
  - *Position for Control*

### Proven Techniques

- **Building a Relationship**
- **Getting a Commitment**
- **Selling Your Advantage**
- **Managing Gaming Tactics**



### Building a Relationship

- **Negotiate in person**
- **Develop a comfortable interactive atmosphere before starting**
- **Make sure you understand what your adversary wants**
- **Ask questions, listen actively and respond**
- **Build trust and respect**
- **Identify secondary opportunities**

### Getting a Commitment

- **Validate decision-making authority**
- **Get a commitment as soon as possible**
  - "if I can \_\_\_\_\_, will you agree to proceed?"
- **Identify and address obstacles**
- **Avoid getting stuck on one issue**
- **Always make concessions or compromises subject to a commitment**
- **Accept a reasonable offer**
- **Know when to walk away**

### Selling Your Advantage

- **Never assume you must discount**
- **Present your value added**
  - Differentiation
  - Features & Benefits
  - Extras
- **If you have to give up something, get something in return**

### Recognizing Gaming Tactics

- **Appealing to ego**
- **Getting your adversary to state position first**
- **Making the terms or proposal appear unreasonable**
- **Sighting competitors who have performed at lower costs**
- **Intimidation**
- **Sudden changes in requirements**
- **Blaming a third party for limitations**
- **Good-guy Bad-guy**
- **Straw issues as distractions**
- **Walk outs**
- **Recesses**
- **Ganging up**
- **Making their problem your problem**
- **Justifying concessions with "funny-money" calculations**
- **Time squeeze – pressure to close**

### Managing Gaming Tactics

- **Invoke a higher authority**
- **Keep the sides balanced**
- **Get your opponent to "blink" first**
- **Be prepared for curve balls**
- **Avoid interruptions without commitment**
- **Stick to your goals and limits**

**Keys to Successful Negotiation**

- *Stick to the "Process"*
- *Plan for it*
- *Employ proven techniques*
  - *Build a relationship*
  - *Get a commitment*
  - *Sell your advantage*
  - *Manage Gamesmanship*

