Molly Fletcher



Negotiation Checklist

Do This Before Starting Any Negotiation

Some people say they dread negotiating and it reminds them of going to the dentist to get a filling.

Others report it’s like a fun game of family Monopoly.

Either way, one thing that is universal, everyone likes to get what they want and what they believe they deserve. Whether it's a small win like negotiating a discount at the checkout counter or a big win like a bump in your compensation package at work. It all feels good.

Ohhh, and most likely you want to keep the relationship intact before, during, and after the conversation.

Here is a simple checklist to prepare for any negotiation, big or small, personal or professional.





1

Who are you negotiating with?

Who you are negotiating with, in other words, what appears to matter most to them and least to them? Do they keep returning to the money, or are they more worried about the timing of the situation? Do they talk about the long-term implications or referrals in the near term?

Knowing what matters most to other people becomes your home base during the inevitable twists and turns in the conversations. Consider these four default settings in others as you prepare and navigate the outcome you want most.

1. Are they mostly focused on the financials? Meaning they are interested in price, comparability, and other variables financially. Is it what they keep going back to during this or previous situations?

2. Are they mostly focused on logistics? This means things like timing, location, and even considering where they will feel most comfortable and safe to engage in this conversation. Usually, this kind of person is also focused on execution, terms and milestones.

3. Are they mostly focused on the strategic? Meaning you need to have a sense of what matters most to them in the future because they are more interested in long-term benefits and are likely less concerned with the minutia.

4. Are they mostly focused on the relationship? Meaning it's important you build trust and are consistent. They want to understand you, connect with you and value trust and transparency. They likely appreciate stories, time together and shared values.

Be it your boss, a vendor, a prospective client or the auto mechanic. When you meet them where they are in their life and the various moments throughout these kinds of conversations, we connect and when we connect, we get deals done over and over again. Regardless of how big or small the situation might be, clarity on what matters most to them is a springboard for connection.

As a sports agent, when I negotiated a free-agent baseball player's contract, some teams wanted a veteran in the clubhouse, and some teams were more worried about the length of the deal. Knowing this helped me prepare, and tap into the important levers for them and us. Or for example, when I took our daughters to get their braces, it was clear after observing and asking questions, that managing the office operations, billing, and scale of the business was very demanding for everyone. When I offered to pay $6,000 in advance versus $9,000 over two years (reducing their billing, follow-up, etc) they loved it, and so did I. Who thought, buy two get one free orthodontist deals existed?

Through observation and curiosity, we can negotiate daily.





2

Add value to the other party in advance of your asks

Sounds weird right, but remember, when we are having a difficult conversation with someone, they are considering this -

- Do I like you?
- Can you help me?
- Do I trust you?

If you have poured into the relationship in advance of the ask, demonstrated they are important to you, and authentically found ways to make their world better, it helps get to a “yes” one day. When my daughter folds my clothes, empties the dishwasher and then later asks if she can take the car to a friend's house, the “yes” is easier. When I brought prospective athletes marketing deals before signing them, it was hard for them to grind me on our commissions

3

Use this tool - the EWOC - to tighten your ask.

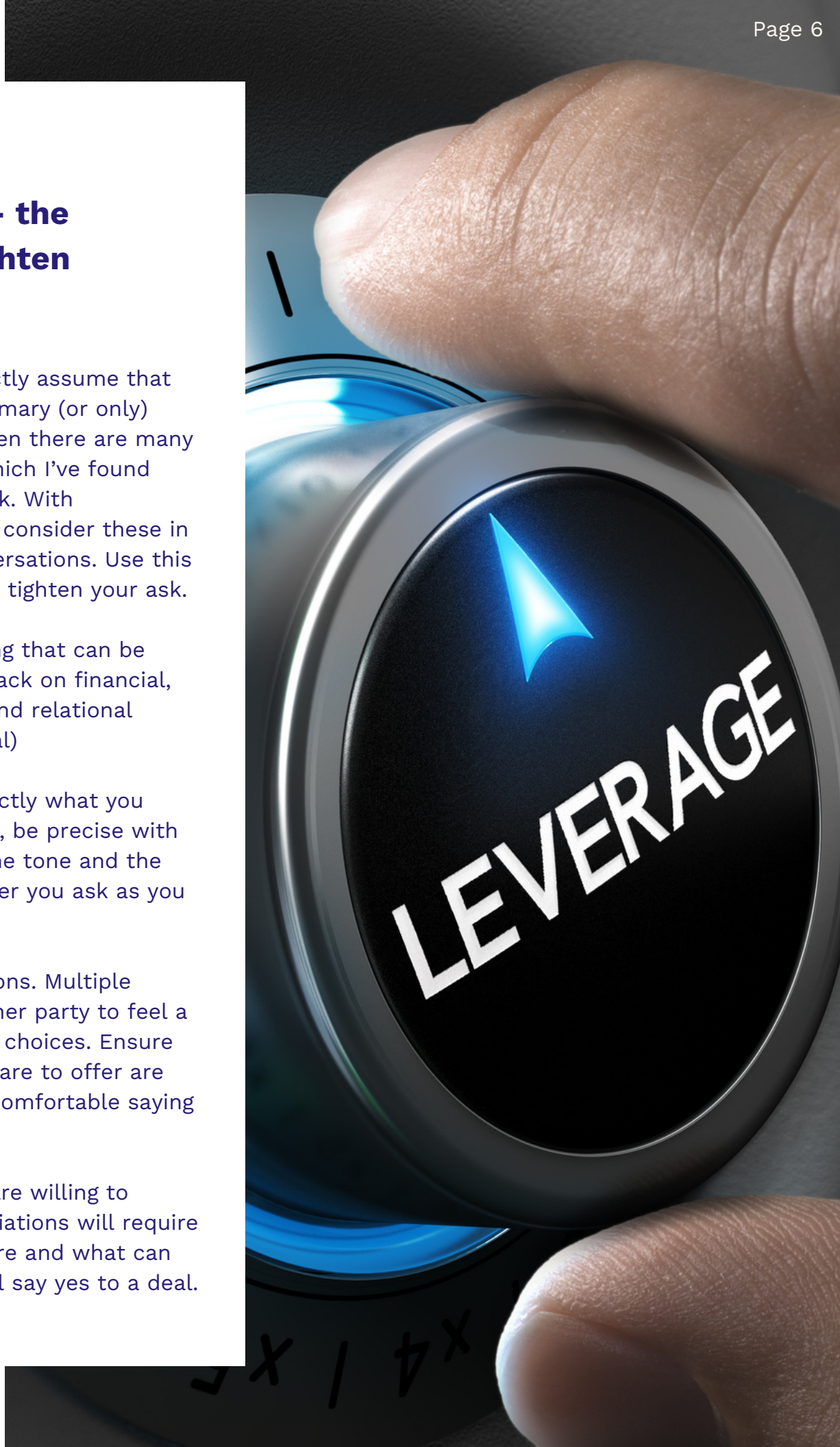
Most people incorrectly assume that financials are the primary (or only) aspect of a deal. Often there are many levers to tap into, which I've found people often overlook. With preparation, you can consider these in advance of the conversations. Use this tool - the EWOC - to tighten your ask.

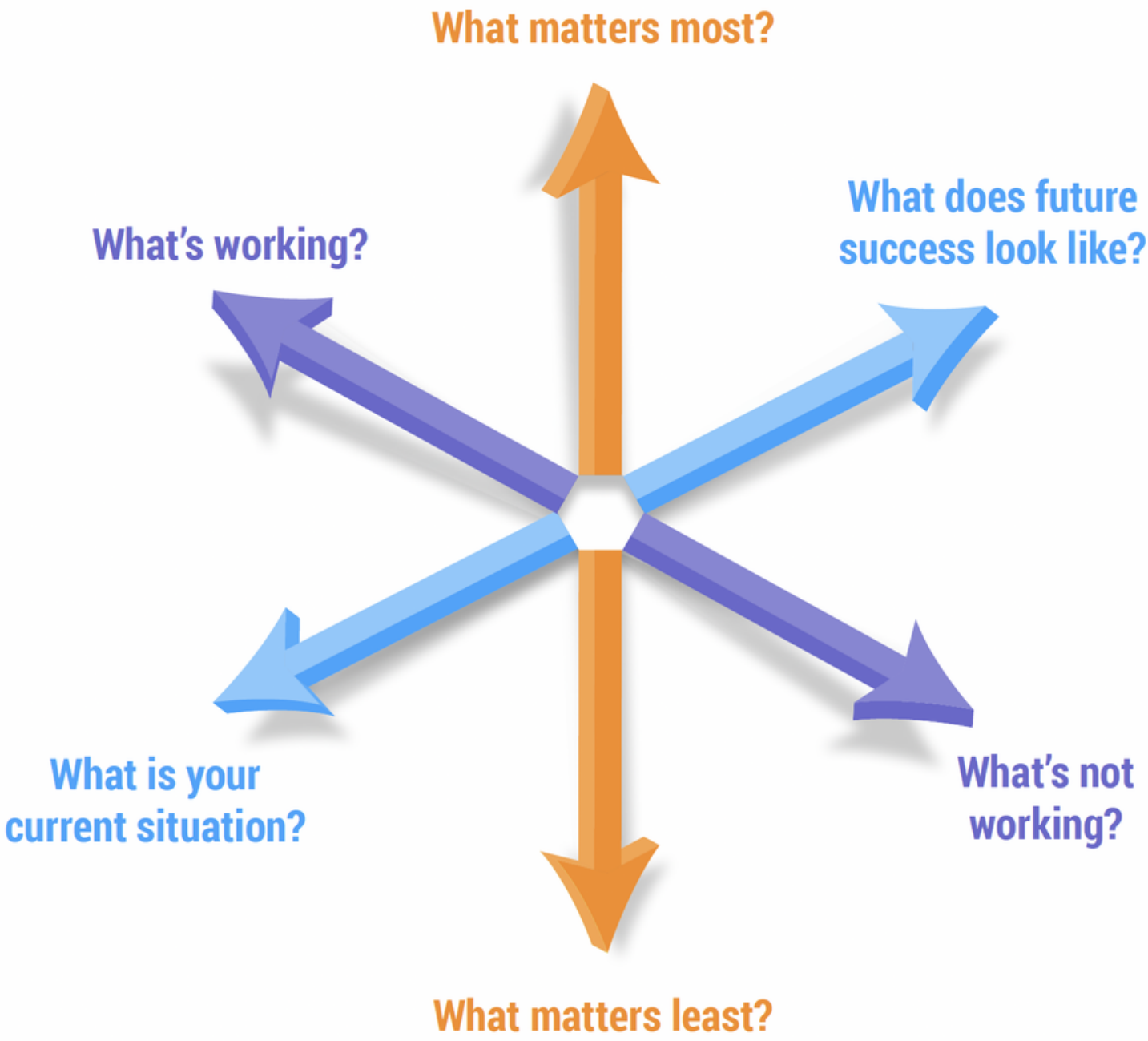
E - Identify everything that can be negotiated (reflect back on financial, strategic, logistical and relational components of a deal)

W - Get clear on exactly what you want. In other words, be precise with your ask. Consider the tone and the power of pausing after you ask as you prepare.

O - Pre-build in options. Multiple options allow the other party to feel a sense of control and choices. Ensure the options you prepare to offer are deal points you are comfortable saying yes to.

C - Know what you are willing to concede. Most negotiations will require some flexibility, where and what can you let go of and still say yes to a deal.





4

Prepare to be curious throughout the conversation

Particularly when things get tense and shift from being defensive to getting curious. Check out this tool, we call it our 360 Discovery Model in our Game Changer Negotiation Training. It's an awesome way to ask questions that allow you to get in their head and heart throughout the conversation. You could even consider specific questions using this tool, in advance of the conversation.

5

Prepare to be uncomfortable

Mentally prepare in advance for the conversation to be uncomfortable, expect curve balls. Preload your mindset so that when it happens you get calmer, your tone of voice will get softer. Also, because you have demonstrated in advance that the relationship matters to you - it's OK to pause if you need to process and gain clarity. Coaches call timeouts, you can too. Because we never want to agree to a bad deal, just to avoid the discomfort and we want to keep the relationship healthy both in the short and long term.

Negotiation Cheat Sheet:

- [ ] What matters most to them? Never stop asking yourself this question in advance and throughout.
- [ ] How can I add value in advance of or during the negotiation? Make a list and trickle these value-adds throughout.
- [ ] What are all the components in play for them and me/us? Fill out the EWOC.
- [ ] What matters most to you? Least to you? This is also part of the EWOC and is important to have clarity so you can't get talked into a bad deal or have regret.
- [ ] What are the questions I can ask in advance and throughout to get inside their head and heart?

Remember, negotiation is a conversation best anchored in curiosity and the result of which is connection. And like anything in life, the more we practice something the better we get at it. So go. Go with kindness and confidence, and prepare to get what you want in life and solve problems for others while you do.

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The Energy Clock will show you how to:

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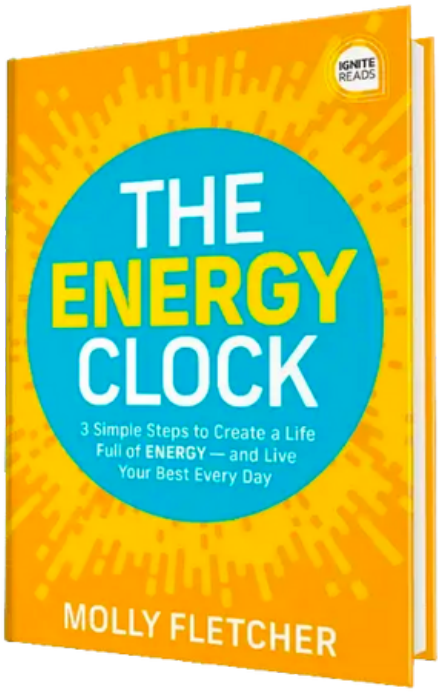
- Stand tall in the face of pressure
- Achieve focus, flow, and freedom
- Have energy for the things that matter most



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