

## CAS: Negotiation Best Practices





# TONY PERZOW

YOU SUCK AT NEGOTIATING!



A conceptual image featuring two glass fishbowls. The smaller bowl on the left is partially filled with water, and a fish is captured mid-jump, leaving a trail of water droplets as it moves towards the larger bowl on the right. The larger bowl is also partially filled with water. The background is a dark, textured grey.

# WHAT'S YOUR GREATEST NEGOTIATION CHALLENGE?





# WHY DO WE SUCK At NEGOTIATING?



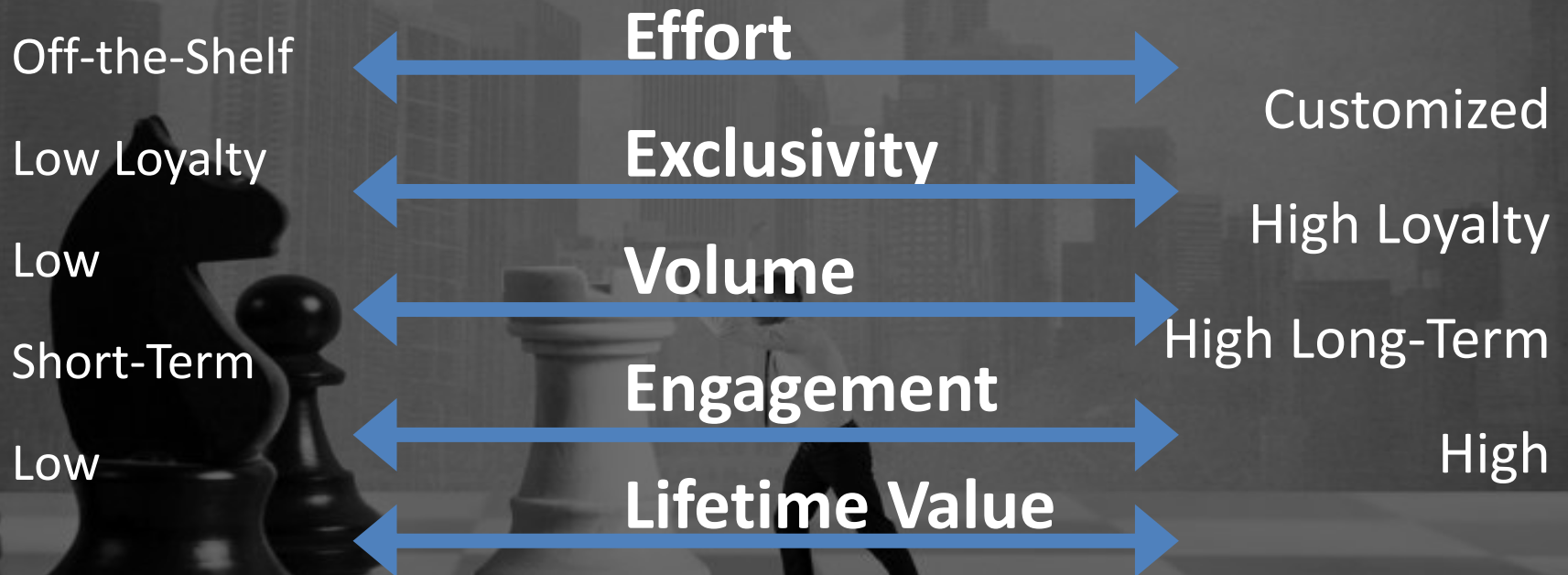


# SELLING VS NEGOTIATING



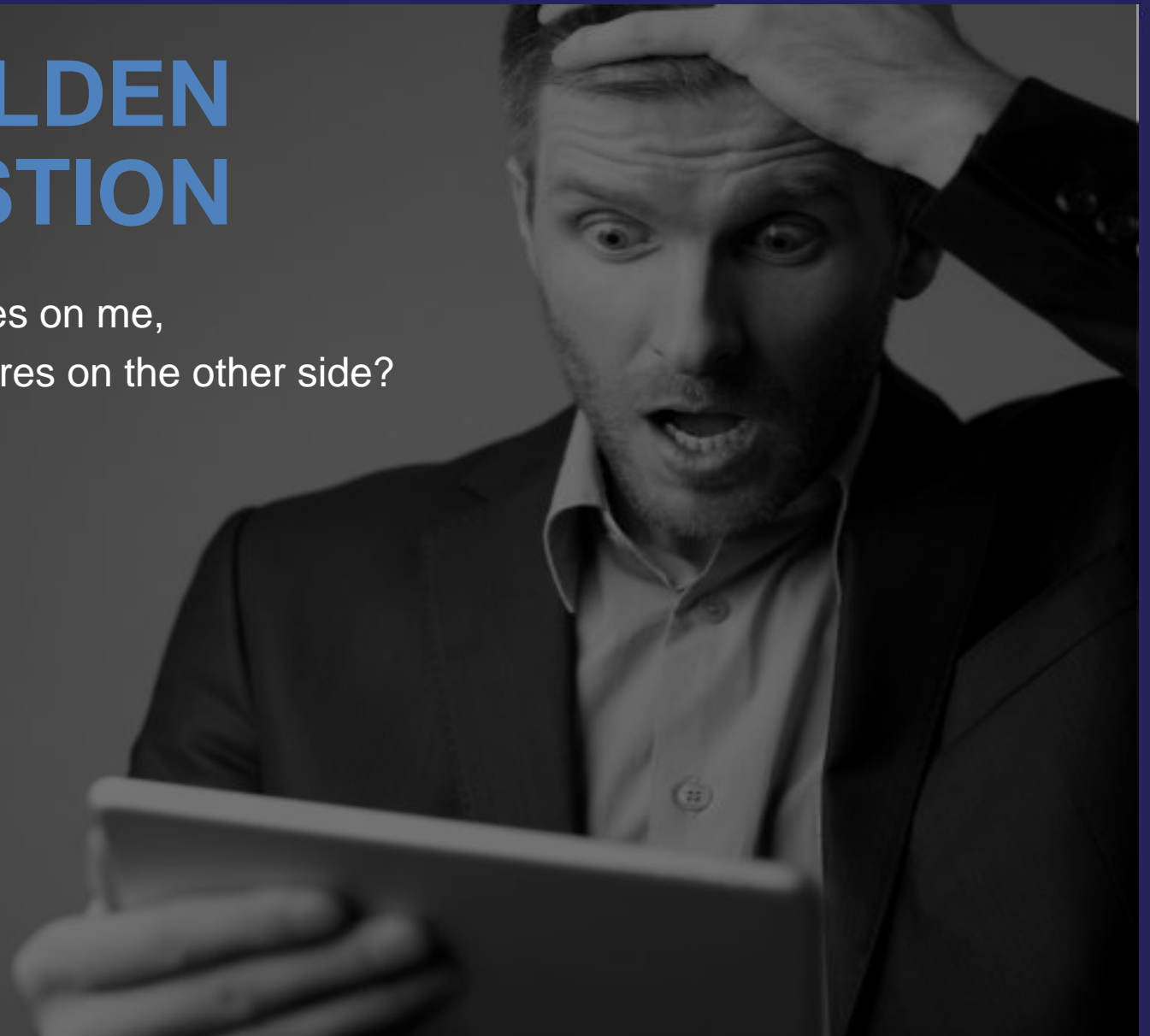
# COMPETITIVE

# COLLABORATIVE



# THE GOLDEN QUESTION

If there are pressures on me,  
what are the pressures on the other side?





## PRESSURE GAGE

- › EGO
- › ECONOMIC
- › EFFICIENCY
- › EDGE
- › END USER
- › ESTIMATE



# THE DETECTIVE

Strategically questioning your buyer for potential pressures that you can relieve

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Write down your questions before the negotiation begins... don't wing it!



Find the most opportune time to your questions



Make your questioning a joint venture



Small talk is your friend, if you're listening carefully



You can't afford not to snoop



Motivation

Alternative

Skill

Track record

Expertise

Relationship

Time

Advantage

Competition

Knowledge

What

Who

Who

Who is  
satisfac

Who has

Who has

Who has ti

How unique

Who has leve

Who knows th  
best?

What are your negotiation power sources?	Power Source	
	<b>Motivation</b> Who needs the transaction more?	
	<b>Alternative</b> What is each party's BATNA (Best Alternative To a Negotiated Agreement)?	
	<b>Skill</b> Who is most skilled at negotiation?	
	<b>Track Record</b> Who is the incumbent? What is the customer satisfaction history?	
	<b>Expertise</b> Who has the most domain expertise?	
	<b>Relationship</b> Who has the most investment in the relationship?	
	<b>Time</b> Who has the most time flexibility/ constraint?	
	<b>Advantage</b> How unique is your solution? (Based on quality, customer service, specialization, etc.)	
	<b>Competition</b> Who has more leverage based on the amount of competition?	
	<b>Knowledge</b> Who understands the competitive landscape best?	



**What is preventing this buyer, in this negotiation, from going ahead and using my competition?**



OPENING  
DEMAND

SELLER  
BEST  
CASE

WALK AWAY  
PRICE



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# THE 'IF-YOU' RULE

The practice of TRADING instead of  
CONCEDING when negotiating with  
a buyer

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# Mindmap





# Q&A

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