

# HOW TO SUCCESSFULLY INFLUENCE YOUR CLIENTS

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The background is a solid orange color. It features several abstract circular shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles in the top right corner.

**What you'll get  
out of this**

# Learning Objectives

1. Understand how to influence through negotiation
2. Recognize what you're negotiating for
3. Apply negotiating concepts in client conversations

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**What is  
negotiation?**

**It's a discussion aimed at  
reaching an agreement**

**Wait...a deal's already been signed.**

**They're a client now.**

**What does negotiation have to do  
with account management?**





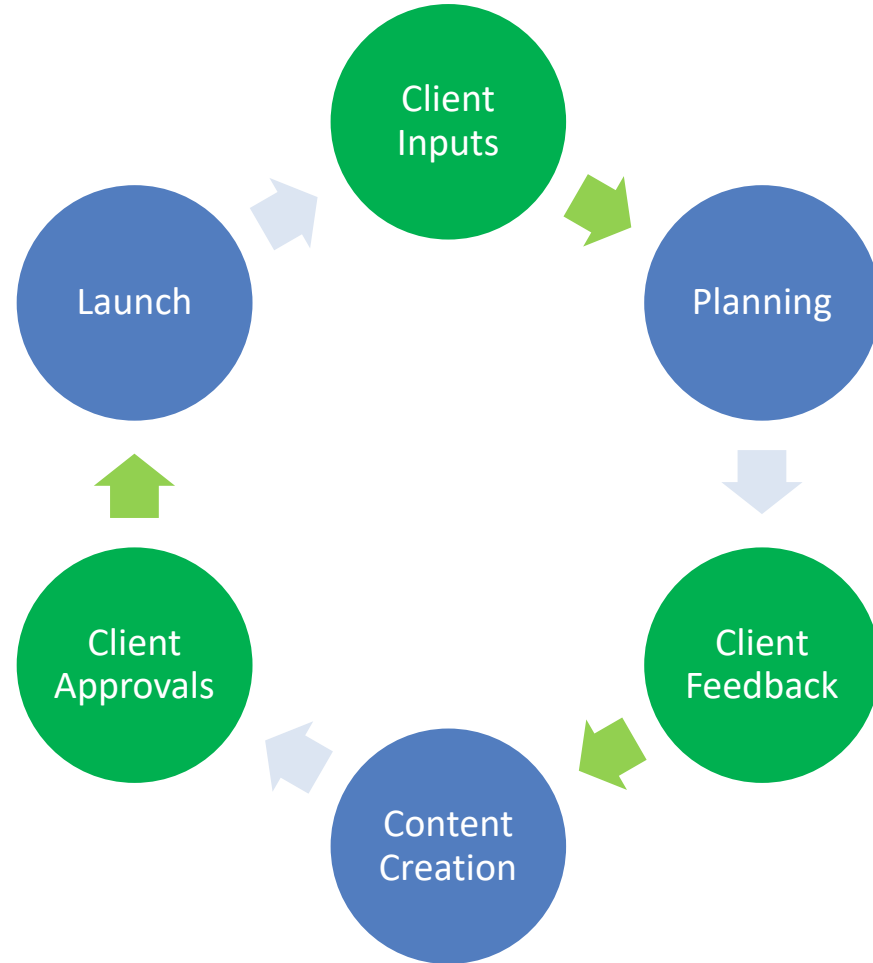
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# What about you?







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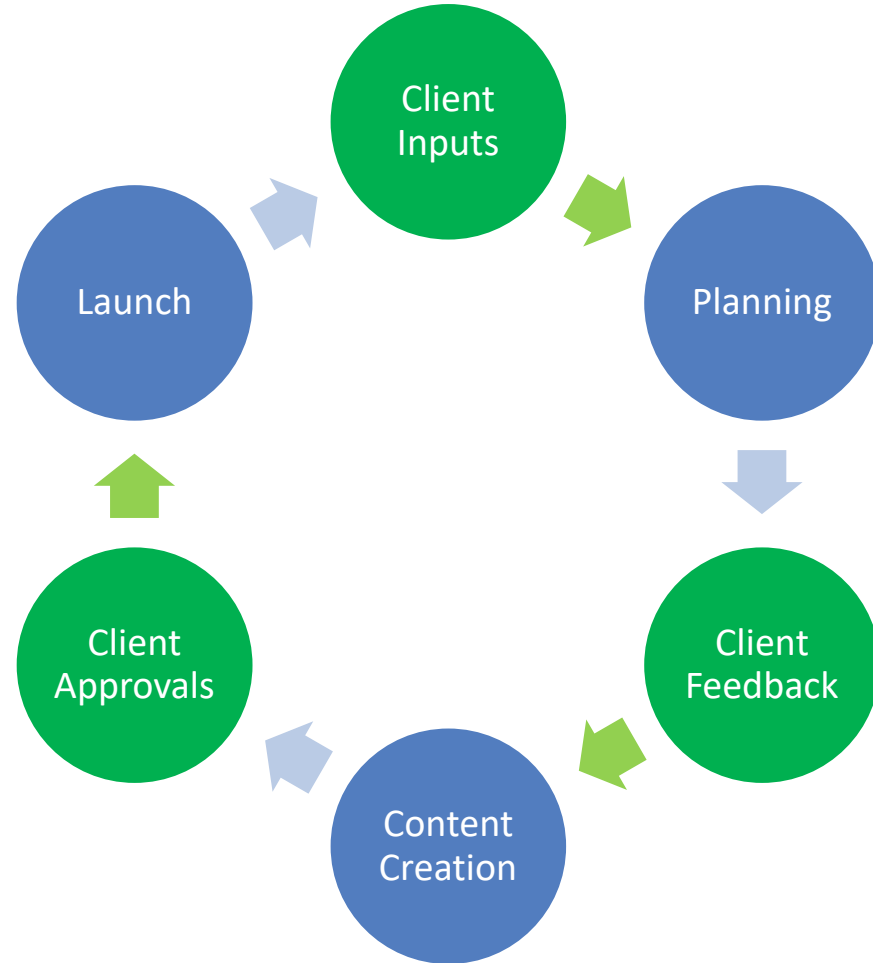


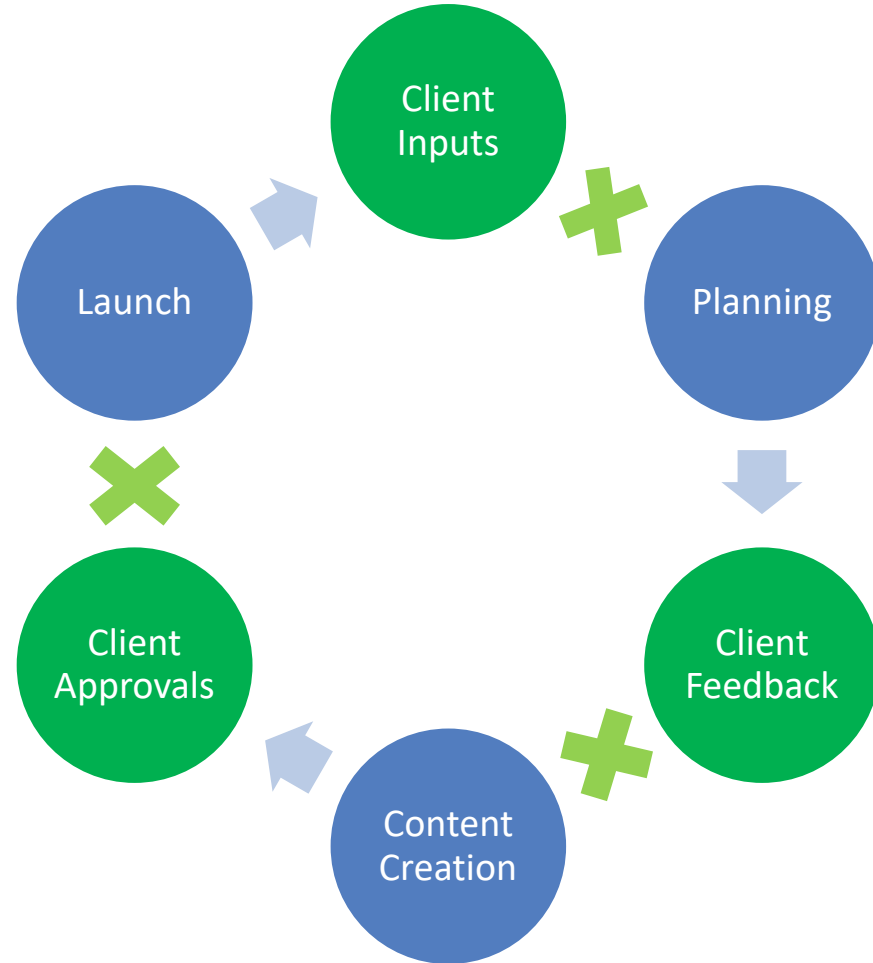
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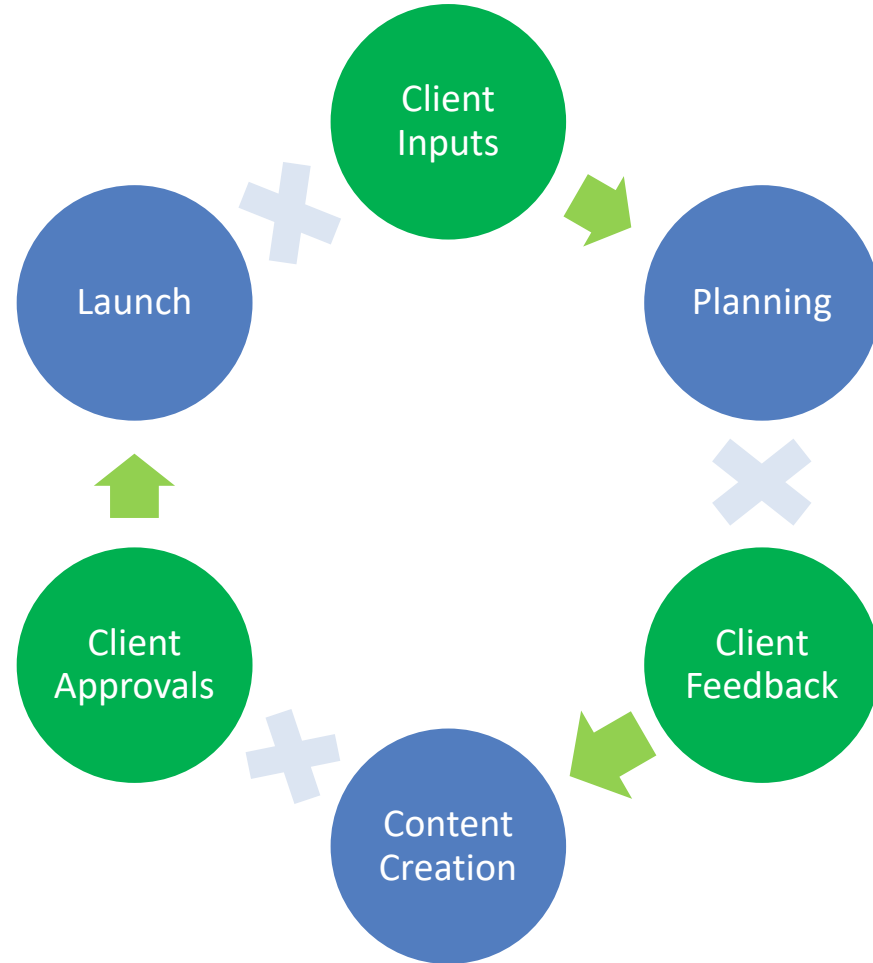
# PANIC BUTTON TIME? WHAT TO DO WHEN THINGS GO WRONG

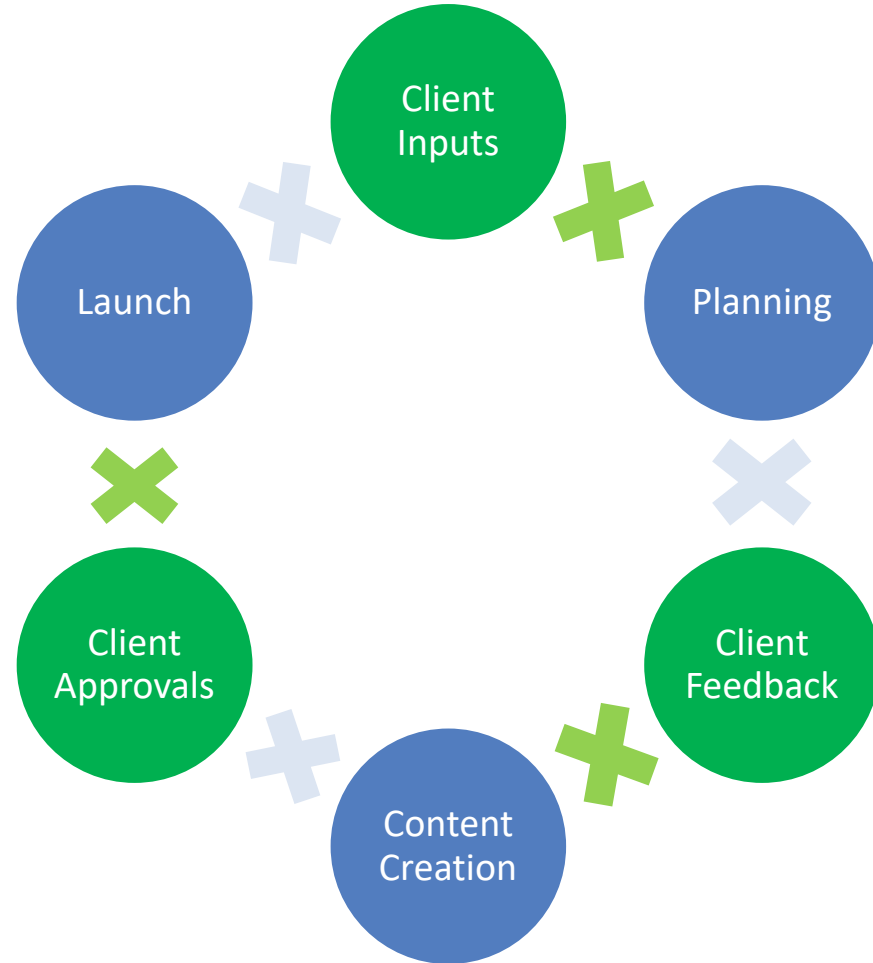












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**What are you  
negotiating for?**

# Money



Money		
Client	What will deliver ROI?	What growth do I need to see?
Agency	Where should we spend the budget?	

# Time





Deadline		Duration
Client	When will the client revert?	Timeframe needed to see results?
Agency	SLA for team deliverables	How long are we running an activity?

# Assets



Assets		
Client	Balance request and KPIs	What can give us quick wins?
Agency	Holistic approach	What can give us quick wins?

# Resources



Resources		
Client	Buy-in	Commitment
Agency	Bandwidth	Central Goal

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# **Key negotiation concepts**

# BATNA

*(Best Alternative To a Negotiated Agreement)*



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# BATNA



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**BATNA**

**BATNA**

# You

# Them

Everything  
you want



**BATNA**

Everything  
they want



**BATNA**

# You

# Them

Everything  
you want

Where you  
walk away

Everything  
they want

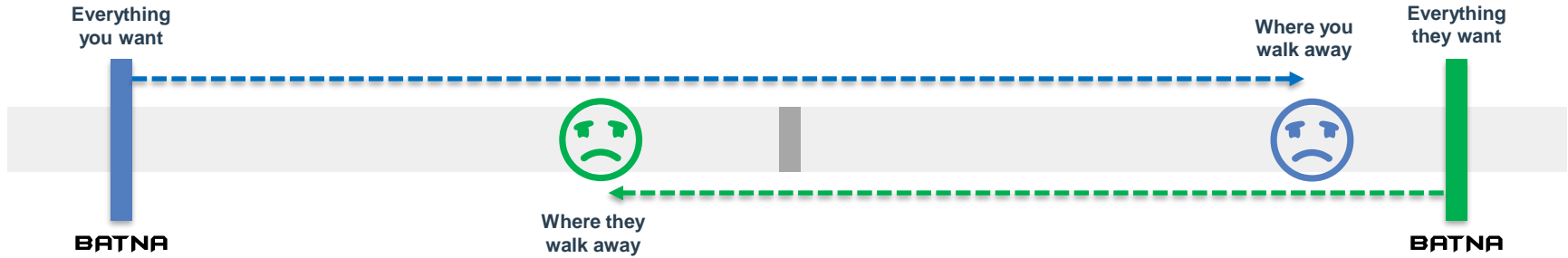
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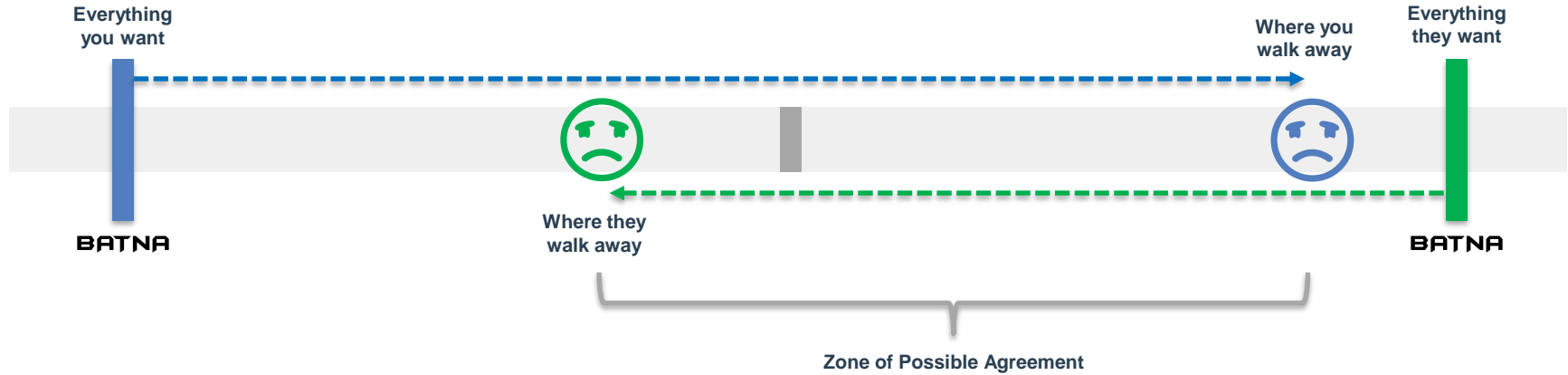
# You

# Them



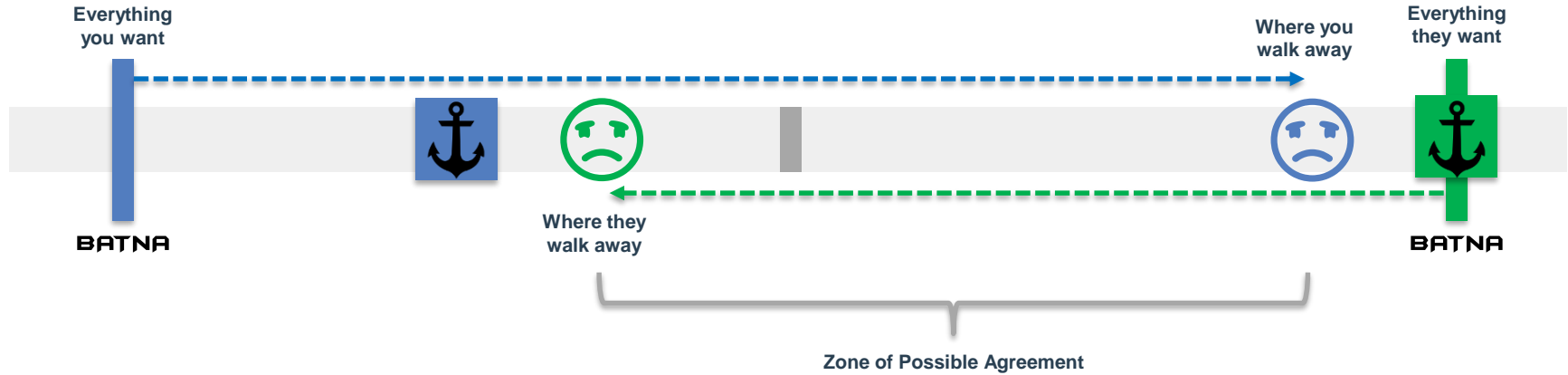
# You

# Them



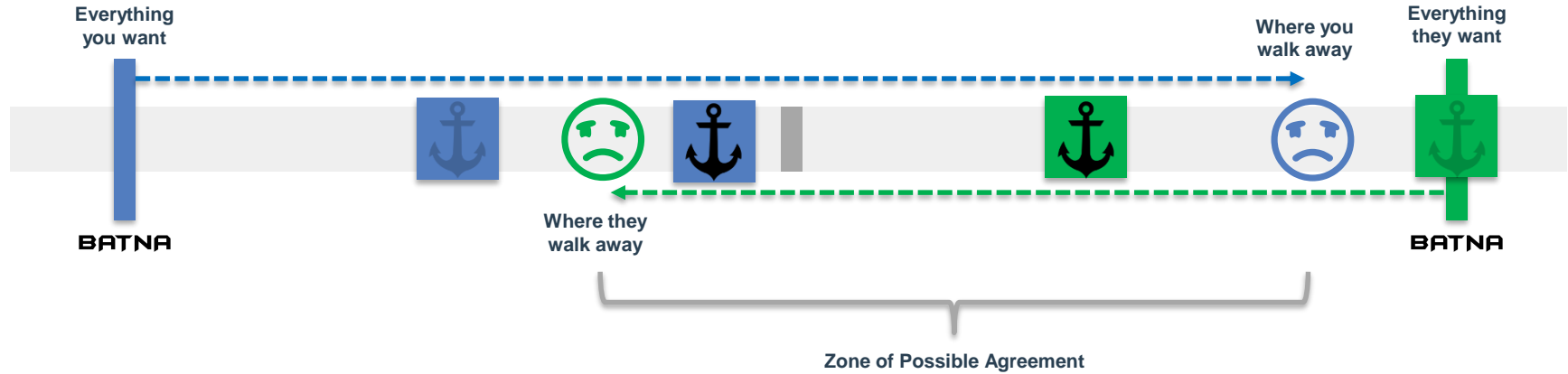
# You

# Them



# You

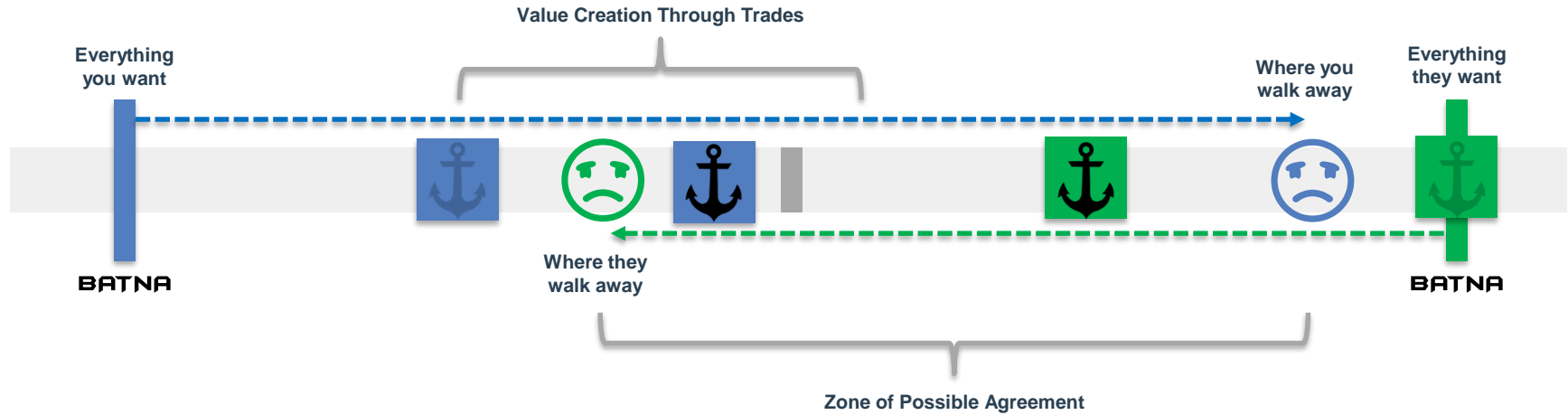
# Them





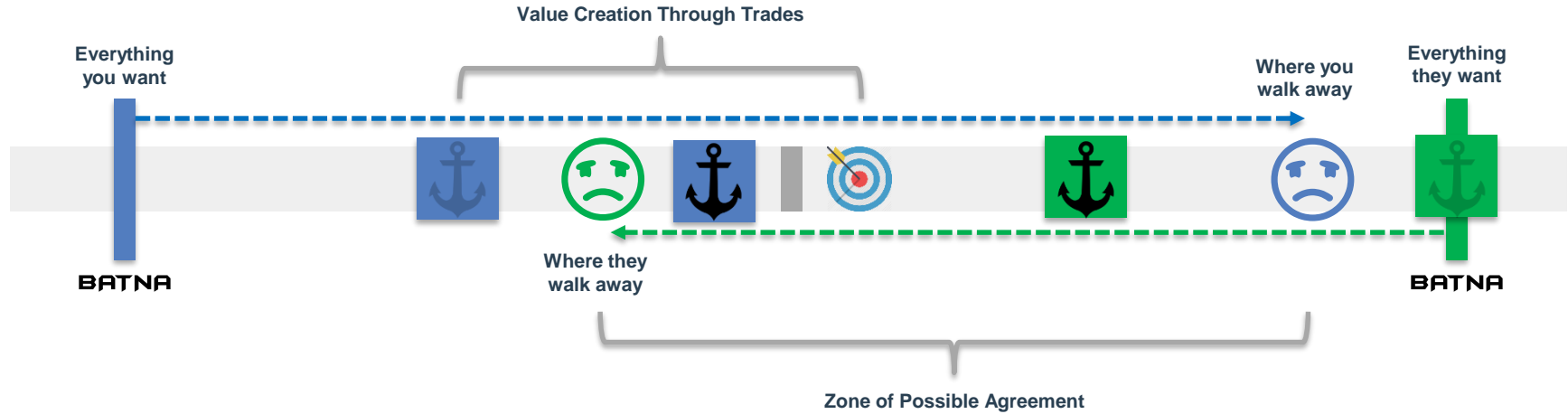
# You

# Them



# You

# Them



?



ANSWERS



Open



Directive



Reflective



Silence = Power

# ANSWERS

Answers = Negotiation Gold

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# **Elements of effective negotiation as an account manager**

# Determine what you want

**You**

**Them**

Everything  
you want

Everything  
they want





# Plan how you can create value



# Identify your BATNA & Walk Away Point

You

Them

Everything  
you want

Where you  
walk away

Everything  
they want



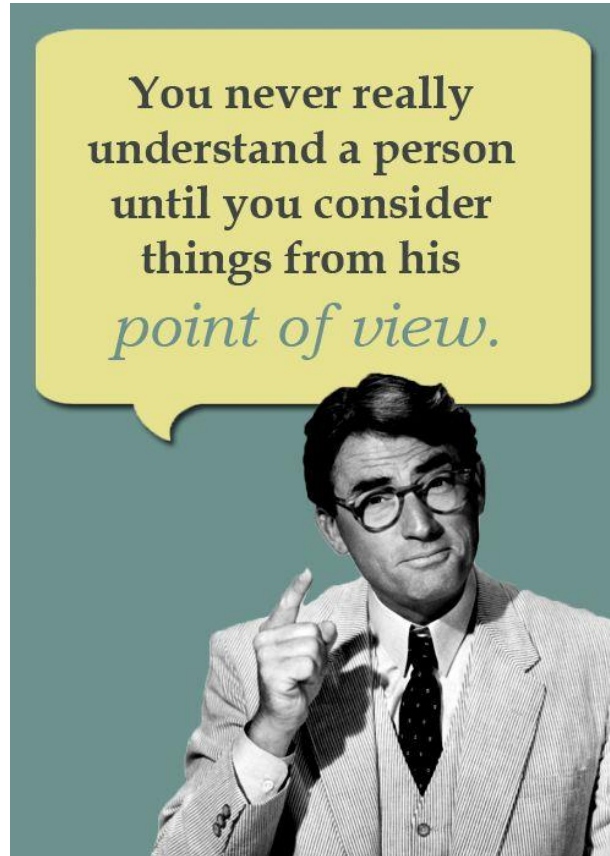
# Know your anchors and when to drop them



**Figure out who has authority**



# Know what matters to the other person



# Ask effective questions





# Prepare to be flexible



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**Be an effective  
account management  
negotiator**



# Align your personal goals with your agency's



# Prepare thoroughly



# Uncover the client's BATNA & Walk Away Point

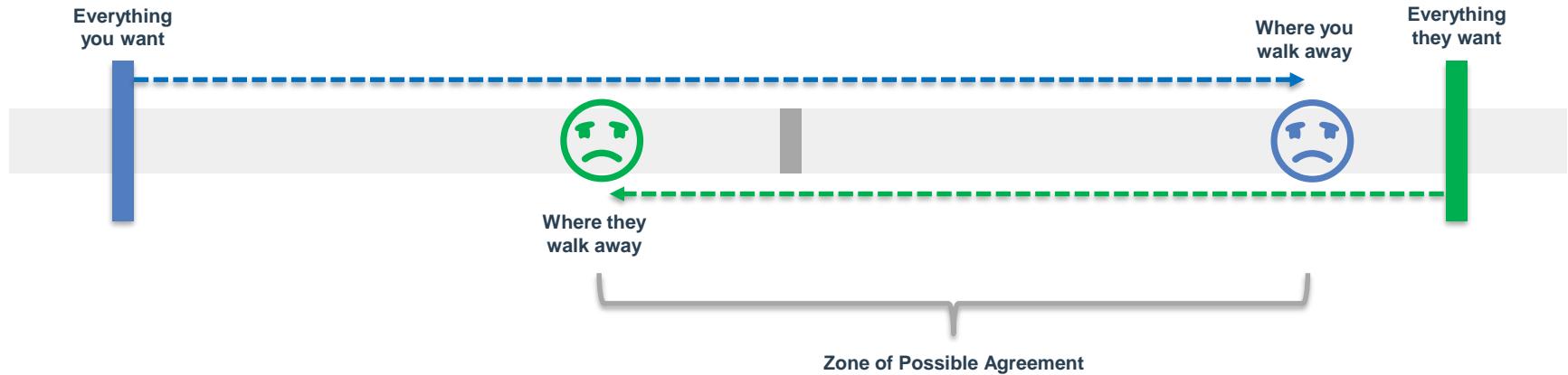


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# Think through the Zone of Possible Agreement

**You**

**Them**



# Recognize the value of relationships



# Uncover barriers to agreement



# Keep personal and negotiation issues separate





# Secure the agreement





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# Real Life Scenarios

# Key takeaways

1. Negotiation is key to successful influence
2. Agreement, commitment & follow through create partnership
3. Know what you're negotiating for
4. Know your BATNA and Walk Away Point; figure out theirs
5. Recognize the Zone of Possible Agreement
6. Be prepared

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**THANK YOU**

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