



SALES NEGOTIATION PLANNER™



Account: _____

Owner: _____

Close Date: _____

Forecast Value: _____

Win Probability: _____

SWOT ANALYSIS	
S	W
O	T

NEGOTIATING PARAMETERS									
YOUR NEGOTIATION PARAMETERS	LOW	MEDIUM	HIGH	CRITICAL	THEIR NEGOTIATION PARAMETERS	LOW	MEDIUM	HIGH	CRITICAL
RISK PROFILE					RISK PROFILE				
VALUE					VALUE				
PRICING/ECONOMICS					PRICING/ECONOMICS				
TERMS & CONDITIONS					TERMS & CONDITIONS				
RELATIONSHIP					RELATIONSHIP				

QUALIFIERS						
9-FRAME QUALIFYING MATRIX			FIT MATRIX			
	TQ	SQ	FQ			
HPO				HIGH ↑ PROFIT ↓ LOW POOR	PFHP	GFHP
MPO					PFLP	GFLP
LPO					LOW	GOOD

BUSINESS OUTCOMES MAP			
CHALLENGE	RECOMMENDATION	ASSOCIATED BUSINESS OUTCOMES	METRICS-THAT-MATTER (MTM)
1			
2			
3			
4			
5			

MOTIVATION AND POWER POSITION SCALE			
LOW ← YOUR MOTIVATION → HIGH 1 - 2 - 3 - 4 - 5	LOW ← THEIR MOTIVATION → HIGH 1 - 2 - 3 - 4 - 5		
WEAK ← YOUR POWER POSITION → STRONG 1 - 2 - 3 - 4 - 5	WEAK ← THEIR POWER POSITION → STRONG 1 - 2 - 3 - 4 - 5		

NOTES

SALES NEGOTIATION MAP		
LIMIT	TARGET	PROPOSAL



SALES NEGOTIATION PLANNER™



INDIVIDUAL STAKEHOLDER LISTS & NEGOTIATION ROLE

NAME:	BASIC ROLE:	NAME:	BASIC ROLE:	NAME:	BASIC ROLE:
MOTIVATION SCALE LOW 1 - 2 - 3 - 4 - 5 HIGH		MOTIVATION SCALE LOW 1 - 2 - 3 - 4 - 5 HIGH		MOTIVATION SCALE LOW 1 - 2 - 3 - 4 - 5 HIGH	
Stakeholder's Negotiation Role - A C E D Style		Stakeholder's Negotiation Role - A C E D Style		Stakeholder's Negotiation Role - A C E D Style	
Stakeholder's List and Success Criteria		Stakeholder's List and Success Criteria		Stakeholder's List and Success Criteria	
Stakeholder's Perceived Alternatives		Stakeholder's Perceived Alternatives		Stakeholder's Perceived Alternatives	
NAME:	BASIC ROLE:	NAME:	BASIC ROLE:	NAME:	BASIC ROLE:
MOTIVATION SCALE LOW 1 - 2 - 3 - 4 - 5 HIGH		MOTIVATION SCALE LOW 1 - 2 - 3 - 4 - 5 HIGH		MOTIVATION SCALE LOW 1 - 2 - 3 - 4 - 5 HIGH	
Stakeholder's Negotiation Role - A C E D Style		Stakeholder's Negotiation Role - A C E D Style		Stakeholder's Negotiation Role - A C E D Style	
Stakeholder's List and Success Criteria		Stakeholder's List and Success Criteria		Stakeholder's List and Success Criteria	
Stakeholder's Perceived Alternatives		Stakeholder's Perceived Alternatives		Stakeholder's Perceived Alternatives	

COMPILED STAKEHOLDER LIST	STAKEHOLDER ALTERNATIVES	BATNA RANK

NEGOTIATING LEVERAGE	VALUE TO YOU		VALUE TO STAKEHOLDERS	
	HIGH	LOW	HIGH	LOW

GIVE	↻	TAKE

NON-NEGOTIABLES & LIMITS