

## SALES NEGOTIATION PLANNER™

	NEGOTI
SELLER NON- ◀ Limit TARGET Concession NEGOTIABLES Concession Zone Proposal	BUYER ···▶ NON- NEGOTIABLES



Account:	SWOT ANALYSIS				
Owner:	S	W			
Close Date:					
Forcast Value:	0	т			
Win Probability:		-			

QUALIFIERS								
9-F	9-FRAME QUALIFYING MATRIX				FIT MATRIX			
	TQ	SQ	FQ	HIGH	PFHP	GFHP		
HP0				PROFIT —		01111		
MPO				<del> </del>	PFLP	GFLP		
LP0				LOW POOR	F			
MOTIVATION AND POWER POSITION SCALE								

## LPO MOTIVATION AND POWER POSITION SCALE YOUR MOTIVATION 1 - 2 - 3 - 4 - 5HIGH LOW 1 - 2 - 3 - 4 - 5THEIR MOTIVATION 1 - 2 - 3 - 4 - 5HIGH THEIR POWER POSITION WEAK 1 - 2 - 3 - 4 - 5WEAK 1 - 2 - 3 - 4 - 5THEIR POWER POSITION WEAK 1 - 2 - 3 - 4 - 5

NOTES

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				
RELATIONSHIP					RELATIONSHIP				

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

	SALES NEGOTIATION MAP	
LIMIT	TARGET	PROPOSAL



## SALES NEGOTIATION PLANNER™





## INDIVIDUAL STAKEHOLDER LISTS & NEGOTIATION ROLE

ME:	BASIC ROLE:	NAME:	BASIC ROLE:	NAME:	BASIC ROLE:
	MOTIVATION SCALE  1 - 2 - 3 - 4 - 5 HIGH	L	MOTIVATION SCALE DW 1-2-3-4-5 HIGH	LO	MOTIVATION SCALE  N 1-2-3-4-5 HIGH
Stakeholder	's Negotiation Role - <b>A C E D</b> Style	Stakeholo	der's Negotiation Role - <b>A C E D</b> Style	Stakeholde	er's Negotiation Role - <b>A C E D</b> Style
Stakehol	holder's List and Success Criteria Stakeholder's List a		Stakeholder's List and Success Criteria		older's List and Success Criteria
Stakeho	older's Perceived Alternatives	Stakı	eholder's Perceived Alternatives	Stakel	nolder's Perceived Alternatives
1E:	BASIC ROLE:	NAME:	BASIC ROLE:	NAME:	BASIC ROLE:
	MOTIVATION SCALE  1 - 2 - 3 - 4 - 5 HIGH	LO	MOTIVATION SCALE DW 1-2-3-4-5 HIGH	LOV	MOTIVATION SCALE  N 1-2-3-4-5 HIGH
Stakeholder	's Negotiation Role <b>- A C E D</b> Style	Stakehol	der's Negotiation Role <b>- A C E D</b> Style	Stakeholde	er's Negotiation Role - <b>A C E D</b> Style
Stakehol	der's List and Success Criteria	Stake	Stakeholder's List and Success Criteria		older's List and Success Criteria
Stakeho	older's Perceived Alternatives	Stak	eholder's Perceived Alternatives	Stakel	nolder's Perceived Alternatives
С	OMPILED STAKEHOLI	DER LIST	STAKEHOLDE	R ALTERNA	TIVES BATNA RAN
					The state of the s

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

GIVE	\$ TAKE	

NON-NEGOTIABLES & LIMIT	S
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