



Developing Win-Win Negotiation Skills

Strategies to help you become a better negotiator

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Gather Information

- ❖ **Understand the current competitive landscape**
 - How many competitors
 - Size of company by comparison
 - Competitors advantages/ Strengths
- ❖ **Time pressures – potential impact in negotiations**
 - Effort, time, and cost to start-up
- ❖ **Market power – how does your company fit in**
 - Importance of your company to their business
- ❖ **Understand your objectives and your opponent's objectives**

Set Clear and Defined Objectives

❖ What is the desired outcome

- Convincing the other party of the benefits
- Forcing the other party to accept the result
- Winning people over

❖ What is the minimal target

- Establish what you must have

❖ Establish a walk-away-condition

- Establish the non-negotiables /show stoppers

❖ Identify alternatives

- Identify options

Develop a Negotiation Strategy

- ❖ **Construct a powerful line of argument**
 - Substantiate, justify your goals
- ❖ **Create a powerful line of reasoning**
 - Be logical and comprehensible
- ❖ **Be prepared for an argument and counter-argument**
 - Anticipate the other point of view
 - Know the strengths and weaknesses of your argument
- ❖ **Know who are the decision makers**

Develop a Negotiation Style

❖ Importance of a relationship/partnership

- Define the desired relationship – transactional or partnership

❖ Decide your tactics

- Choose a negotiation scenario: how assertive or softly will you negotiate

❖ What is your outcome objective

- Win-win or win-lose

What are the consequences of your winning or losing

What possible compromises might there be

Identify The Worst Case Scenario

❖ Identify a fall back plan when all else fails

- Try to avoid the all or not scenario
- Keep the doors open