

Negotiation Pointers

Whether negotiating for a renewal franchise, buy sell agreements, leases, or contracts:

1. Look at possibilities; do not get caught in limitations
2. Almost every interaction in life is a negotiation
3. Expectations effect outcomes; know what your present needs are and where you are going
4. Ask yourself "How do we build from what we have?"
5. Remember that negotiation does not have to be adversarial
6. Find your own style
7. Take risks
8. Whenever possible use a team approach
9. Make sure all members of the negotiating team are informed; caucus when needed; no surprises; send in experienced people
10. Establish what you need to have and what you can give
11. Have clear goals; specifics as well as general goals to produce an "agreement that will work"
12. Do not trust in assumptions
13. Do your research; knowledge is power; go in with as much knowledge as possible
14. Know the law and maximum you can aim for
15. Consult with colleagues who have negotiated with the same company or individuals; find out what worked and what did not

16. Get help from others outside the negotiation whenever possible
17. Research what happened in other locations; go in with documentation
18. Maintain awareness of the human factors while keeping an eye on your needs
19. People generally want to reach agreement
20. Look for mutual gains and present them
21. Develop options; be willing to explore options and share information
22. Work with community people, municipal government, organizations & press to create a positive environment