Checklist: How to Negotiate a Business Deal

- **Weed Out Tire Kickers**
  Ask for a small effort such as filling out a questionnaire. Tire kickers won’t commit.

- **Know Your “Must Haves”**
  Are you willing to walk away if you don’t get something? Know exactly what that is.

- **Do Advance Research**
  Knowledge is power and keeps you from being bluffed so you can drive bargains.

- **Establish a Positive Tone**
  Negotiation is the start of a relationship. Create rapport, find common ground.

- **Decision Maker or Recommender?**
  Know the decision maker, but don’t ignore influencers - they can be champions.

- **Pin Down Each Side’s Needs**
  Prioritize wish lists. Probe to understand what each side considers success.

- **Don’t Mention Price First**
  If price isn’t transparent, avoid being pinned down. Get a number first.

- **Give a Concession, Get a Concession**
  Concessions are like money. When you give one, be sure to get one.

- **Put it in Writing!**
  Put the agreed terms in writing within 24 hours.

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Learn more about business negotiation: [http://sbt.me/5ae](http://sbt.me/5ae)

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