



# 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.