

# Guideline for preparation and implementation for negotiation

## ■ Preparation for conversation / negotiation

Participants in conversation: \_\_\_\_\_

Date / Place: \_\_\_\_\_

### The situation:

- What is it about?
- What is the history of it - is background information available?
- What will the consequences be for our company - and for the other party?
- What difficulties are to be expected and how will I handle them?
- Other

### About the person:

- What do I know about the person (function, habits, hobbies...)?
- How does the person behave and how do I have to prepare myself mentally?
- What attitude and opinion will the other person have when we start conversation?

### Target(s) and waypoints:

- What do I want to achieve through conversation?
- What are my must-targets and what are my can-targets (compromises)?
- What targets will my conversation partner have?
- What arguments do I have?
- Which objections are to be expected?
- How important are the arguments for me and for the other person and what order of arguments should I use?
- What questions should I ask how and when (types of questions)?
- How should I proceed (strategies and tactics)?
- What is my Plan B (my alternative plan)?
- What might be reasons that speak against an implementation? Are there any restrictions?
- What is the best alternative solution?

## ■ Guidelines for implementation

1. Explain the situation. Summarize previous conversations / discussions (precisely and in detail).  
In emotional situations: stay calm and cool! Factual level!  
Outline your targets realistically and step by step!
2. Point out the situation to be changed, the problem or the unsatisfactory improvement and **ask** about the reasons that led to it.  
Ask about possible additions. (target-performance comparison, ask precise and specific open questions)
3. Discuss possible ways to solve the problem. Look for alternatives!  
Check if the other person comprehend (e.g. ask control questions, let him summarize).  
Ask about further possible suggestions and take reasonable suggestions up.
4. Name and explain your priorities.  
Explain the consequences of continuing poor performance.  
Agree on targets. Discuss necessary support.  
Name and explain your priorities.
5. Define further proceeding and possible control points together.  
How to control the result shall be agreed upon with the conversation partner.  
Vereinbaren Sie mit dem Gesprächspartner, wie das Ergebnis überprüft wird.
6. Express that you trust him and emphasise what you have in common.