

How to Prepare for Negotiation in 30 Minutes

1. Clarify Your Goal

5min

- Define success:** What exactly do you want? (Price, terms, delivery time, support).
- Know your limits:** What's your walk-away point? (maximum price, minimum conditions).
- Set your ideal outcome:** Best-case scenario you will aim for.

2. Know Your Position

5min

- Review supplier history:** Any past deals, issues, or advantages?
- Understand your leverage:** Volume, contract size, urgency—who needs this more?
- Have key facts ready:** Product specs, quantities, timelines.

3. Know the Other Side

5min

- Identify their likely goals:** (E.g., sell more volume, push faster delivery, move old stock.)
- Understand their pain points:** End of quarter? Overcapacity? High competition?
- Predict their tactics:** Discount for volume? Extra fees? Bundling?

4. Prepare Key Numbers

5min

- Have your price benchmarks ready:** Market price, other quotes, alternatives.
- Plan your negotiation ranges:** Your opening, target, and bottom line numbers.
- Outline hidden costs to watch for:** shipping, taxes, service fees.

5. Outline Your Strategy

5min

- Decide your opening offer:** Start assertive but reasonable.
- Prepare 2–3 trade-offs:** (e.g., "We accept slightly longer delivery for a lower price.")
- Prepare 1–2 concessions** you can "give" if needed — but only for something valuable in return.

6. Mental Setup

5min

- Adopt the right mindset:** Calm, confident, curious.
- Plan 1–2 questions to open the conversation** (e.g., "Can you walk me through the updated offer?")
- Remind yourself:** Silence is a tool. Don't rush to fill gaps.

Bonus: Quick Reminders Before You Start



Stay focused on interests and priorities, not emotions.



Take notes—don't rely on memory for key points.



If pressured, buy time ("Let me check internally and get back to you.")



Know you can always walk away if the deal isn't right.

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