

Negotiating Process and Common Reasons Negotiations Fail

Sample Negotiation Process:

- 1 - Meet the parties involved
- 2 - Build rapport and trust
- 3 - Do your homework
- 4 - Analyze the situation and the motivations of the other party
- 5 - Evaluate the other party
- 6 - Decide on your goals and alternatives
- 7 - Formulate a strategy or approach
- 8 - Use those tactics that will accomplish the goals
- 9 - Close while maintaining the relationship

Common Reasons Negotiations Fail:

Often the reason for failure relates back to the Negotiation Process itself.

- 1 - Lack of Adequate Preparation
- 2 - Lack of Trust
- 3 - Did Not Build Rapport
- 4 - The Motivation of the Other Party was Misread or Lacking
- 5 - Emotional Involvement
- 6 - Fear of Leaving Something on the Table
- 7 - Lack of Leverage to Move the Transaction Along
- 8 - The Real Issues Were Not Communicated or Understood
- 9 - Bringing in the Legal Counsel Too Soon
- 10 - Conflicting Personalities or Team Members
- 11 - The Wrong Approach was used or the Tactics were Transparent
- 12 - The Deal is No Longer a "Good" Deal