

THE NEGOTIATION TOOL

Most people have no idea how to properly negotiate for a win. It's not about you, it's about them. With this tool, you will have a blueprint for the perfect negotiation meeting.

THEIR IDEAL

MY IDEAL

MY STORY

DEAL POINTS
1.
2.
3.
4.
5.

CIRCLE ONE FOR EACH
1. Nice to Have Want Must Have
2. Nice to Have Want Must Have
3. Nice to Have Want Must Have
4. Nice to Have Want Must Have
5. Nice to Have Want Must Have

WHAT ARE THEIR...
Desires:
Goals:
Fears:

MY OFFER

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THEIR IDEAL	MY IDEAL
INCREASE REVENUE BY 30%	GET PAID FOR THE VALUE PROVIDED
DECREASE REFUNDS BY 15%	WORK WITH PEOPLE WHO LIKE RESULTS
SPEND MORE TIME WITH FAMILY	

MY STORY
THROUGH MY 12 YEARS, I'VE BEEN ABLE TO HELP OVER 100 BUSINESS OWNERS GROW THEIR
BUSINESS'S BOTTOMLINE, PAY THEMSELVES WHAT THEY DESERVE TO BE PAID AND HELP
THEM PUT IN THE STRUCTURE SO THEY DON'T HAVE TO WORK AS MANY HOURS.

DEAL POINTS	CIRCLE ONE FOR EACH
1. I HELP THEM TO SCALE	1. Nice to Have Want <u>Must Have</u>
2. THEY HELP ME WITH REFERRALS	2. Nice to Have <u>Want</u> Must Have
3. I INTRO THEM TO OTHER CLIENTS	3. Nice to Have Want <u>Must Have</u>
4. WE BOTH GAIN TESTIMONIALS	4. <u>Nice to Have</u> Want Must Have
5.	5. Nice to Have Want Must Have

WHAT ARE THEIR...	MY OFFER
Desires: HAVE A PROFITABLE COMPANY	I WILL HELP THEM SCALE THEIR
Goals: INCREASE REVENUE BY \$200,000	BUSINESS, HELP THEM HIRE A QUALITY
Fears: HAVING TO LET EMPLOYEES GO	MANAGER AND HELP THEM FREE UP MORE
	TIME TO SPEND DOING WHAT THEY LOVE
	AND I WILL ASSUME 15% OF THE COMPANY.