SOLUTION BRIEF

Negotiate **Creatively**

Shape Deals on Your Terms



Your Challenge

Too many sellers treat negotiation as a final hurdle. Something that happens after the real selling is done.

But in reality, negotiation starts much earlier. From the moment you open your mouth, you're shaping the buyer's expectations—about value, price, and flexibility.

If you don't set the terms early, the buyer will. That's why great negotiators don't just react to last-minute demands. They influence the buyer's position, plan their strategy in advance, and use tension constructively to create better outcomes.

Without that, sellers give away too much, too fast—and close bad deals just to close deals.

"Trim 15 percent, toss in services, push payment to net-90."

Procurement's opening move isn't the start of negotiation. It's the result of how you've set up the deal from the start.

What's Going Wrong

- Sellers wait too long to think about negotiation—until the deal's value has already been chipped away.
- The buyer's assumptions about price go unchallenged until it's too late.
- Concessions are unplanned, unbalanced, and often unnecessary.
- Sellers give away too much in order to avoid tension and move the deal forward.

What If You Could ...

- Expand the buyer's perception of your value before price becomes the focus?
- Establish smart boundaries and anchor the negotiation in your terms?
- Build a clear plan for your "gives and gets", so every concession you make earns something valuable in return?
- Use tension as a positive force to drive stronger outcomes, not weaker deals?

If...

- You constantly face last-minute pricing pressure…
- You're unsure how to respond when procurement pushes back…
- Your team closes deals—but too often with margin erosion…
- Sellers are improvising negotiations, instead of executing a plan…

Then...

You need **Negotiate Creatively:** science-backed skills that enable your sellers to capture the value you need by negotiating proactively, creatively, and confidently from the very first conversation.

What It Is

Negotiate Creatively consists of four skills:

1. Influence Your Buyer's Position

Shape how the buyer sees your value from the beginning by differentiating early, challenging pricing assumptions, and anchoring on what your solution enables.

2. Set Negotiation Boundaries

Learn how to set an **ambitious first offer**, define your **walk-away point**, and plan your **concessions** so you're prepared before the pressure hits.

3. Plan Your Value Exchanges

Design a clear, sequenced plan of **gives and gets** so every concession strengthens the deal instead of leaking value.

4. Leverage Tension to Drive Agreement

Use **constructive tension** to spark creativity, reveal trade-offs, and move deals to close with urgency and alignment without eroding your position.

These four skills form a repeatable, science-backed negotiation approach that keeps sellers in control while maintaining strong buyer relationships.

What You Gain

- Reduced discounting, better margins, and stronger value perception.
- A confident team that negotiates strategically, not reactively.
- Fewer stalled deals and more signed agreements, on your terms.
- Customers who feel like partners—not adversaries—throughout the process.