

The DEALS[®] Negotiation Method

An adaptable and memorable 5-step method of negotiation
These 5 stages exist in all negotiations and the method is designed to ensure a rigorous and complete approach without being unnecessarily complex.

D

Discover

Do your research – Discover all the issues that could impact your negotiation – Go beyond the obvious – Who are they? What do they want? Why do they want it?

E

Establish

Establish certainties and boundaries for the negotiation – Identify your breakpoints...and theirs – What will your Ambitious Opening Position be? – Clarify roles and responsibilities in your negotiation team

A

Ask

Understanding the impact of anchoring on negotiation and how to overcome it – Planning multiple proposals in advance – Base proposals around TAKES and GIVES (If I, Then I)

L

Lead

How to take hold of the steering wheel – the importance of concise language – Use time-outs to remain focused and in control

S

Seal

Futureproof your agreements - The importance of perseverance