

*An effective negotiation process template with real examples is provided!*

## **Negotiations - Prepare to Win - an Analytical Approach**

by Gregory Taylor

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**NEGOTIATIONS -  
PREPARE TO WIN -  
AN ANALYTICAL  
APPROACH**

**PROVEN STRATEGIES AND PROCESSES  
BASED ON MATH AND RESULTS**

A photograph of a business handshake in a professional setting. A man in a dark suit and purple tie is shaking hands with another person whose arm is visible from the right. In the background, a woman with glasses and a dark blazer is looking towards the camera. The scene is dimly lit, suggesting an office or conference room environment.

**GREGORY TAYLOR**

1<sup>st</sup> EDITION

# **Negotiations – Prepare to Win – an Analytical Approach**

A Comprehensive Book Providing an End to End Negotiations  
Process

Focusing on Preparation as The Key to Success

Gregory Taylor

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First Edition

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This book provides content related to the topic of business negotiation. As such, use of this book implies your acceptance of this disclaimer.



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# INTRODUCTION

Negotiations – Prepare to Win – an Analytical Approach, picks-up where Good for You Great for Me written by Lawrence Susskind ends. Mr. Susskind’s very successful book on negotiations introduces the useful concept of the “trading zone”. He defines the trading zone as a point in the negotiation when both parties have reason to be optimistic there is a potential deal to be made. Susskind stresses to get into the trading zone as quickly as possible when negotiating with suppliers. But, Good for You Great for Me does not show the reader how to calculate what the trading zone values should be. Given different business climates, business volumes, cost of materials, exchange rates, etc., what is a reasonable negotiation result expectation? I show the reader how to take multiple variables, how to use analysis to determine what the trading zone values should be, and then how to incorporate the findings into a proven negotiations process. Good for You Great for Me also discusses the need of getting well prepared for a negotiation, but commits only a few pages on the subject matter. In contrast, the primary focus of this book is to provide the reader a process and analytical techniques on how to get prepared for a negotiation. Because, in my opinion preparation is the key to achieving negotiations success.

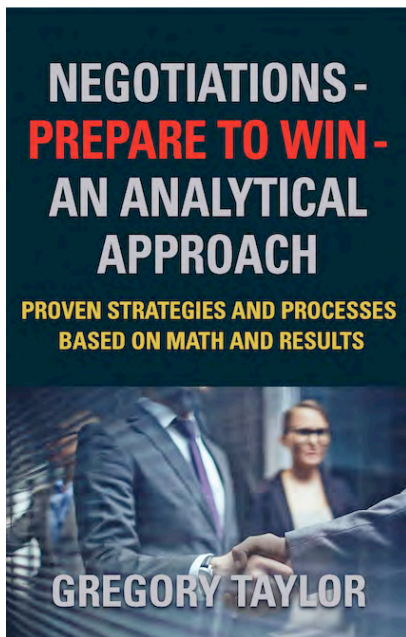
Every negotiation cannot have a win-win outcome for both participating parties. Sometimes you must come out on top and the other party will have to lose. Sometimes the cards will be stacked against you and you must figure out a way to minimize your damages. I provide a framework that when followed will assist you in producing outstanding negotiation results for you and your organization. The contents of Negotiations - Prepare to Win - an Analytical Approach are an accumulation of knowledge, techniques, strategy, and experiences gained over my 20-year career of conducting negotiations from the purchasing perspective. This whole book was written in a frame of mind to provide assistance to the purchasing

function of an organization. The salesperson who studies the book and turns the information 180 degrees to serve their purpose will find the book a great tool also.

In the first three chapters I outline the macro principles of needing a culture of good business ethics, getting input from the legal department, and reading and using body language that apply to all types of negotiations. For each Macro Principle, I provide examples and details on how to implement, use, and/or leverage the subject matter for your benefit.

In chapter four I examine twenty-five different types of leverage points to be used during negotiations. For each leverage point I provide techniques, strategies, and real world examples that I acquired during my career. From the use of these tools I helped my company produce yearly standard cost reductions on purchased components from 2006 to the writing of this book in 2016, and during my last year of work we achieved our greatest cost reductions in the history of the company.

In the last three chapters I discuss the additional macro subjects of getting organized and creating the Negotiations Workup Report, holding a pre-negotiation meeting, conducting the negotiation, and creating a process for sustaining a long-term cost reduction effort.



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