Category

Commercial Excellence

Negotiation Strategy & Deal Structuring Excellence Playbook

Planning negotiation strategy before the first concession, not improvising as the conversation unfolds

- Practitioner
- Intermediate
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- Administrator
- 01 May 2024
- 3 minute(s)

Overview

A framework for negotiation strategy and deal structuring excellence — deliberate pre-negotiation planning including concession strategy and creative deal structuring options, avoiding the common pattern of sales negotiations proceeding reactively without a defined strategy, resulting in unnecessarily generous concessions or missed creative structuring opportunities.

Do sales negotiations really benefit from formal pre-planning, or

is skilled improvisation sufficient for experienced negotiators? Even highly skilled negotiators benefit from deliberate pre-planning — concession strategy, understanding what trade-offs are genuinely acceptable, and creative deal structuring options are much harder to develop well in the moment than through prior planning, regardless of individual negotiation skill.

What's "creative deal structuring" and why does it matter beyond

price negotiation? Structuring options beyond simple price — payment terms, contract length, phased commitment, bundled versus unbundled pricing — that can resolve a negotiation impasse without requiring pure price concession, often preserving more value than a price-only negotiation approach.

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