SCIENCE OF NEGOTIATIONS

Preparation Worksheet

THE KEY TO A SUCCESSFUL NEGOTIATION

A PROGRAM BROUGHT TO YOU BY JANUS LABS®

CLIENT NAME

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GOALS/EXPECTATIONS

What **specific** outcome am I hoping for?

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MY BARGAINING STYLE

- ☐ Competitive
- ☐ Collaborator
- ☐ Compromiser
- ☐ Accommodator
- ☐ Avoider

My Strengths

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My Weaknesses

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BARGAINING STYLE: MY CLIENT

- ☐ Competitive
- ☐ Collaborator
- ☐ Compromiser
- ☐ Accommodator
- ☐ Avoider

Given this knowledge, how should I adjust my approach?

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CLIENT INTERESTS

What's most important to your client and how will raising fees serve these interests?

Select the quadrant that best fits your client's interest and list the benefits of your relationship—as it relates to this interest. Anchor your conversation around this interest and focus on these relevant benefits (i.e., assertion points).

Performance *"Why should I pay you more?"* **Assertion Points** ➔ ➔ ➔	**Fees** *"How much more will I be paying and what will I receive?"* **Assertion Points** ➔ ➔ ➔
Service *"How will service I receive be changing?"* **Assertion Points** ➔ ➔ ➔	**Relationship** *"How will this affect the way we will be working together?* **Assertion Points** ➔ ➔ ➔

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AUTHORITATIVE STANDARDS/NORMS (FEES)

Authoritative standards can help de-personalize and rationalize fee issues. These include customary benchmarks, specific industry or company policies, precedents, reasonable formulas for what's fair.

MEETING PREPARATION CHECKLIST

Given your client's interests, what additional materials should be prepared for the meeting? For example: fee schedule (old vs. proposed), service model proposal, sample performance reporting, etc.

NEXT STEPS

What specific actions do you need to take now?

TAKING STOCK OF THE VALUE YOU OFFER

Negotiations often revolve around fees without enough discussion of the services/value provided.

Before meeting with a client, take inventory of the services you and your team have provided (or will provide) on an annual basis. Remember: if clients realize value, your fees are earned.

- ☐ Tactical Investing
- ☐ Financial Planning
- ☐ Tax Situations
- ☐ Estate Planning
- ☐ Succession Planning
- ☐ Retirement Planning
- ☐ Education Modeling
- ☐ Asset Allocation
- ☐ Business Consulting
- ☐ Insurance
- ☐ Disability Protection
- ☐ Travel Concierge
- ☐ Coordination with other COIs (attorney, CPA, etc.)
- ☐ Other:

Learn more. Call us at 877.33JANUS (52687) or experience us online at janus.com.

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