

Negotiation Basics



Relax. Negotiation is normal.
You've been doing it all your life.

Types of Negotiation

Positional

Hard

Soft

Principled

Goal of Principled Negotiation

Wise Decisions

Fair Outcomes

Efficiency

Strengthen an Ongoing Relationship

Principled Negotiation Fundamentals

Separate the people from the problem.

Focus on interests, not positions.

Invent options for mutual gain.

Insist on using objective criteria.

What Can Be Negotiated?

Who Can Negotiate?

Anyone

who has the authority to make a decision.

When Can You Negotiate?

What's Your BATNA?

**Best
Alternative
To
A
Negotiated
Agreement**

Sources of Strength

Demand for your work
Supply of similar work



Sources of Strength

Financial Stability

Other Jobs

(Or the ability to say “No”)

Sources of Strength

Experience as a negotiator

Sources of Strength

Confidence that you are offering a fair deal.

Sales



Ask not what your country can do for you.
Ask what you can do for your country.

—John Fitzgerald Kennedy

Prosecutor: Mr. James, could you explain to the members of the jury why you have spent a good part of your life robbing banks?

Jesse James: Because that's where they keep the money.

Assignment 4

1. Read Chapters 9, 10, 11

2. List 6 possible contacts in your chosen market segment, level, and location. Include a brief note explaining why each contact would be a good match for you.

a) If you are targeting a retail market, list the contact info for places you will find customers or promote your service as well as individuals who might buy your pictures. No relatives, please.

b) If you are targeting a commercial market, list the contact and name of the businesses or agencies, along with the product your images will help to sell.

Highest marks will go to those who include the individual's name to whom you should address your promotions.

Stepping Toward Sales

1. Identify Your Service
2. Identify Your Market
3. Determine Your Sales Goals
4. Find Prospective Buyers
5. Create Demand

Identify Your Service

- + Your business vision
 - ± Demand for your work
 - Influence of clip & stock
 - Pressure from competition
- = Re-evaluate your service based
on good information

Identify Your Market

Your primary market segment

Your market level

Your location

Your competition

Determine Your Sales *Quota*

Your Annual Needs / 12 = Monthly Sales Goal

Sales Goal / Average Sale = Number of Sales

Sales Goal / Number of Sales = Average Sale

Number of Sales x ~3~ = Number of Estimates

Number of Estimates x ~5~ = Number of Calls

Find Prospective Clients

Networks

Client

Photographer

Phone Book

Business Directories

Publications

Web

Other Opportunities

Ad Club Meetings

CoC Meetings

Personal Contacts

Creating Demand

Direct Mail

Public Relations

Advertising

Source Books

Business and Trade Pubs and Shows

Web

Referrals

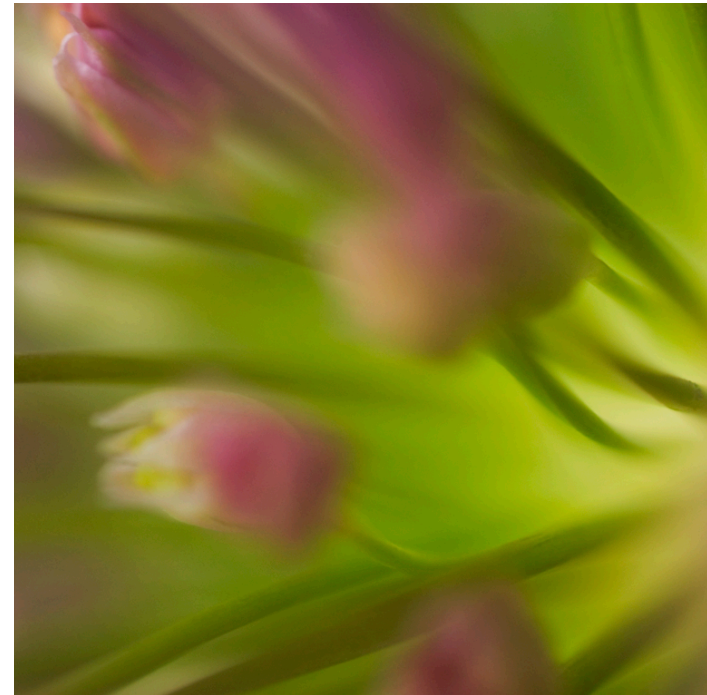
What's Your Message?



a.



b.



c.

Synergy

Clarity

Consistency

Intensity

Synergy

Capabilities

Style

Subject

Showing Work

Portfolios

Samples

Web

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