

Sales Negotiation Planning Form

Use this sales planning form to prepare for an upcoming sales negotiation.

Account:

Date:

1. Define issues the account may want to negotiate and why (such as price, volume discount, extended terms).

Issue/Why	Underlying account need, perceived or real

2. Describe each competitor's advantages and disadvantages compared to your product/service.

Competitor name(s)	Competitor's advantages (product features, services, marketing, pricing, etc.)	Competitor's disadvantages (potential weak spots)

3. For each key issue, think through what you will give and what you will ask for in return.

Issue	What you will give	What you will ask for

4. Prepare your position and offer range.

What is your offer and your rationale for it?

How might the account react to this offer? How would you handle that?

What's your reservation price or walk-away position (or least favorable offer you will accept)?

If the other side fails to meet your reservation price, what other areas of possible agreement can you explore?