Preparation sheet for your next price round

For every negotiation about money, terms or the relationship. Filling it in takes 20 to 30 minutes.

Gunhard Keil
Next Level Negotiation

1 Title of your negotiation

Put the goal into the title. That way you keep it in mind during the conversation. Example: “Framework agreement 2027: plus 4.5 per cent without losing volume”.

2 The situation in brief

Question	Your answer
How often do you face negotiations like this? Why does this one matter?	
Who is involved or affected by the outcome, and how?	
What is your personal leverage in this negotiation?	

3 Economic relevance in euros

Room for manoeuvre: what lies between your goal and your lower limit?
€

What does 1 per cent discount on the volume cost you per year?
€

Best case: result and effect
€ / %

Worst case: result and effect
€ / %

Price is not the only thing that counts. Additional services, bonuses, payment terms and free hours affect your margin just as much. Convert them into euros before you offer them.

4 History

What events have you had with this customer or supplier? With dates and facts they carry more weight.

No.	Date	Event	Effect
1			**helps** / **burdens**
2			**helps** / **burdens**
3			**helps** / **burdens**
4			**helps** / **burdens**

Mark burdening events in red and helpful ones in green. That way you can see at a glance what baggage you bring into the conversation.

5 Your goals, measurable

Goal (number, quantity, date)	What for? The benefit to you	Depends on

Preparation sheet · Part 2

Limits, trade-offs, negotiating partners, storyline, objections

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6 Deal breakers and exit

What is non-negotiable, for you and for your negotiating partners? A single deal breaker is enough to stop a deal. Decide in advance what you will do if this line is crossed.

No.	Negotiating partners' deal breaker	Your deal breaker	Your exit strategy
1			
2			

7 Trade-offs

What can you give if the deal wobbles, and what do you want in return?

What you can give	What you ask for in return	Value in €

Principle: whoever gives something gets something. Make concessions in small steps. Large percentage discounts belong only with a clearly defined, equivalent return.

8 Your negotiating partners

Person and role	What matters to them personally? (career, security, recognition ...)	Their goals	Who influences them?

Fill in this row for yourself as well. Knowing your own weak spots means fewer surprises.

9 Your storyline

In which order do you introduce the facts so that your negotiating partners accept them as true and relevant? How do you open, and how do you get to a close?

No.	Fact to be accepted	How you introduce it
1		
2		
3		
4		

10 Expected objections

No.	Objection or critical question	Your response
1		
2		
3		