

A group of five business professionals in a meeting. A man in a suit is gesturing while speaking to others. A woman in a light blue shirt is looking at him. A man in a dark suit is standing and looking at a woman in a white shirt who is sitting at a table.

CHECKLIST



Negotiations with Germans

Conducting **effective negotiations** is critical for the success of companies. This requires diligence, strategic planning, and a deep understanding of the needs and interests of both parties. Our checklist will guide you through the negotiation process to ensure that you are optimally prepared to get the best out of the negotiation for your business.

PREPARATION

- Your Need: „**Must-have**“ vs. „**Nice-to-have**“ developed?
- Alternatives to your negotiation partner exist?
- Information about your negotiation partner collected and evaluated?
- Rational & logical argumentation line that supports your claims prepared?
- DNF (Data, Numbers, Facts) collected, categorized, and evaluated?
- Are you prepared for “Deep Drilling”, or do you bring somebody to the negotiation who is prepared?
- Datasheet, NDA, and Certificates prepared?

TARGETS

- Your target [realistic] defined?
- Your limit defined?

FIRST OFFER

- Your First Offer defined?
- Your First Offer anchored?
[Be aware of the lower German anchor level – Compare your offers with existing German alternatives]
- Is your First Offer rationally justified?

ARGUMENTATION

- Value Proposition* defined – Why should your negotiation partner accept your proposal?
- The strongest counterarguments of your negotiation partner anticipated?
- Your reply against the counterarguments prepared?

CONCESSIONS

- Interests of your negotiation partner identified?
- TO GIVE*: Evaluated what can you give your negotiation partner?
- Concessions *TO GIVE* defined and prioritized?



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