

Landing the Big Client

Negotiation Guide

Landing The Big Client: A Negotiation Guide

UNDERSTAND YOUR GOALS

Even if your overall goal is to secure a big client, this doesn't necessarily mean landing the deal during the first conversation. Spend some time clarifying your goals for the initial meeting. Ask yourself the following questions:

1. Why do I want to work with this prospect?
2. What kinds of services do I believe this person needs?
3. What kind of relationship do we currently have?
4. What kind of relationship do I want us to have?
5. How can I make this person feel comfortable and appreciated?
6. How many conversations do you think it will take to close the deal?
7. How do I get permission to move to the next conversation?

A successful negotiation outcome following the initial meeting is a follow-up meeting on the calendar. Take some time to write about your teams goals for the upcoming conversations:

ADD VALUE

In order to land the big client your organization must be able to communicate significant value. This will require creativity and the ability to differentiate yourself from the competition. Getting to know your prospective client will be equally important.

Exercise: Added Value

Take some time to write out 3–5 ways your organization can provide value to the prospective client?

What are some things you will need to know about the client to better communicate your value?

How are you different from competitors?

BE CURIOUS

Before you can begin to offer solutions, your organization must have a clear understanding of the client's needs. Allow curiosity to be your guide. The goal is to get them to talk as much as possible about themselves and their needs, so focus on asking open-ended questions. Prior to meeting, answer the following questions:

1. With whom am I negotiating?
2. What is their business?
3. What are their business goals?
4. Who are their competitors?
5. What do you know about their industry?
6. What are their professional goals?
7. What are their pain points?
8. What is valuable to them?
9. What do they like?
10. What don't they like?

CONCLUSION

Landing the big client comes down to preparation. Spend time identifying your goals, understanding your client's needs, and strategizing how you will communicate your value. Remember, the deal doesn't have to be closed during the first meeting. Focus on getting curious and presenting yourself as an expert in your specific industry. Listen well and remain responsive to the needs presented and questions asked. If it seems like the conversation is going well, make the move to schedule a follow-up conversation.

At the American Negotiation Institute, we believe the best things are on the other side of difficult conversations. If your company is interested in corporate training or deal coaching, please visit www.americannegotiationinstitute.com.

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