

Negotiation Techniques

The following general principles must be remembered and applied to negotiations for any site, service, or supplier. By following these simple guidelines, a meeting manager can utilize the methods and lessons of meeting management in a more efficient manner.

Remember!

- Present and maintain a professional attitude.
- Control stress and tension.
- Avoid politics and egos.
- Take time to gather all facts and requirements beforehand.
- Meet with the proper hotel or site people who have the authority to make decisions.
- Know all the following Do's and Don'ts.

DO

- Define the purpose and objectives of the meeting.
- Know the event.
- Have printed copies of meeting plans available.
- Make key contacts in all services and sites.
- Follow up frequently.
- Obtain peer referrals.
- Communicate with clarity and outline everything in writing.
- Make all agreements part of the written contract.
- Possess the authority to make a decision (or sign a contract).
- Be ethical.
- Ask questions.
- Listen and pay attention.
- Minimize all distractions.
- Verify all legal clauses of the contract with an attorney.
- Know the budget.

DON'T

- Sacrifice quality for cost.
- Make unreasonable demands.
- Insist on being the final authority.
- Be inconsiderate of a supplier's profit margin and business needs.
- Escalate and overestimate needs.
- Hesitate to ask questions.
- Be apprehensive about negotiating for everything required.
- Promise what cannot be delivered.
- Lie or misrepresent.
- Jump at the first offer.
- Pass up a good deal based on a personality conflict.
- Be intimidated.
- Hesitate to advise the facility of changes.

Source: *Professional Meeting Management, third edition*, published by the Professional Convention Management Association