At which Tier Level is this relationship? Fundamental | Commercial | Elite

The 5 Fundamentals	Description	Next Steps
C | Climate	The atmosphere ***you*** create throughout the (never-ending) campaign cycle determines the level of trust between you and your stakeholders. More trust, more potential to be more effective.	Atmosphere to be generated:
A | The Action	A crucial error often made is that people arrange a meeting thinking about the content of that meeting at the expense of the purpose of the meeting. Why are ***you*** having this meeting? What action are we taking? Is it for selling, negotiating or listening?	Selling, Negotiation or Listening?
G | Go 1st!	There are 3 types of negotiator. Those who make things happen, those who let things happen and those that come away from a meeting wondering what just happened! Which one are **you**?	Anchor the following:
E | Emotions	3 underlying factors affect the perception of Power and Value in negotiation, one of them is Emotional (Ego) States. So, be in charge of **your emotions**. Try never to react but always to respond. The other two? – Market Conditions & Cultural Norms	How do we want them feeling?
D | Doing the Plan	The templates and tools that follow are here to keep you consciously competent. At your most effective, nothing should be happening by accident during your negotiations. Do not wing it!	What are our moves?

Negotiation Variables	Your Breakpoint	Their Breakpoint?	Questions for the other side?
What are your priority variables?			What are their priority variables?

| 5 Planning Triggers |

Intelligence 	
Power 	
Priming 	
Variables 	
Movement 	

| Issue Tracker |

	YOU			THEM	
Issues	Essential	Desirable		Essential	Desirable



| Proposals |

In Exchange for… (What We Want)		We Will Commit to… (What We Will Give)

