



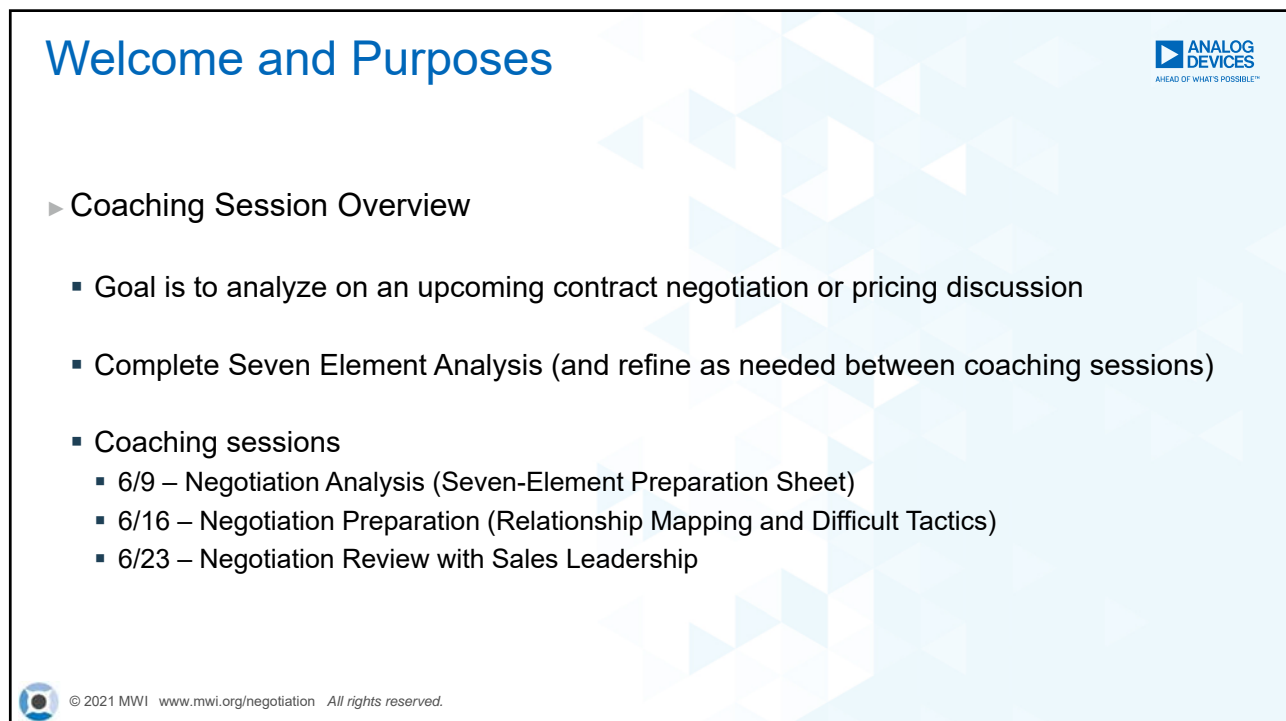
ADI Applied  
Negotiation Initiative

Coaching Session 1 of 3


 **ANALOG  
DEVICES**  
AHEAD OF WHAT'S POSSIBLE™

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## Welcome and Purposes

 **ANALOG  
DEVICES**  
AHEAD OF WHAT'S POSSIBLE™

► Coaching Session Overview

- Goal is to analyze on an upcoming contract negotiation or pricing discussion
- Complete Seven Element Analysis (and refine as needed between coaching sessions)
- Coaching sessions
  - 6/9 – Negotiation Analysis (Seven-Element Preparation Sheet)
  - 6/16 – Negotiation Preparation (Relationship Mapping and Difficult Tactics)
  - 6/23 – Negotiation Review with Sales Leadership

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## Coaching Agenda – Session 1 of 3 (EMEA 1)



- ▶ 9:00 – Welcome / Purposes / Coaching Session Overview / Review Agenda
- ▶ 9:10 – Warm-up / Skills Exercise
- ▶ 9:40 – Small Group Breakouts
- ▶ 10:40 – break
- ▶ 10:55 – Large Group Review / Insights and Roadblocks
- ▶ 11:15 – Small Group Breakouts
- ▶ 12:15 – break (get lunch)
- ▶ 12:30 – Large Group Review
- ▶ 12:45 – Wrap up / Journal / Prep for Session (Relationship Mapping & Difficult Tactics)
- ▶ 1:00 – End of Coaching Session 1



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## Coaching Agenda – Session 1 of 3 (EMEA 2)



- ▶ 1:30 – Welcome / Purposes / Coaching Session Overview / Review Agenda
- ▶ 1:40 – Warm-up / Skills Exercise
- ▶ 2:10 – Small Group Breakouts
- ▶ 3:10 – break
- ▶ 3:25 – Large Group Review / Insights and Roadblocks
- ▶ 3:40 – Small Group Breakouts
- ▶ 4:40 - break
- ▶ 4:55 – Large Group Review
- ▶ 5:15 – Wrap up / Journal / Prep for Session 2 (Relationship Mapping & Difficult Tactics)
- ▶ 5:30 – End of Coaching Session 1



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## Warm-up Exercise



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## Seven Element Application – Part 1 of 2




- ▶ **GOAL:**
  - Complete a Seven Element Prep Sheet using an upcoming contract negotiation or pricing discussion
  
- ▶ **STEPS:**
  - Groups of two – Presenter and Helper
  - Save completed 7E sheet in Word – dig deeper and refine later
  
- ▶ **OTHER:**
  - Confidentiality
  - Focus on inquiry (being curious) vs. advocacy (pushing an outcome)
  - Descriptive vs. prescriptive




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## Seven Element Framework




|  |   |
|--|---|
| <b>PARTIES:</b> <i>Who are the parties involved in the negotiation at and away from the table?</i>   |   |
| Us:<br><ul style="list-style-type: none"> <li>•</li> </ul>   | Them:<br><ul style="list-style-type: none"> <li>•</li> </ul>            |
| <b>INTERESTS:</b> <i>What motivates each party to negotiate; their goals, hopes, needs.</i>  |   |
| Our Interests:<br><ul style="list-style-type: none"> <li>•</li> </ul>  | Their Interests:<br><ul style="list-style-type: none"> <li>•</li> </ul> |
| <b>OPTIONS:</b> <i>What the parties could do together to meet their interests. Possible solutions.</i>   |   |
| <ul style="list-style-type: none"> <li>•</li> </ul>  |   |
| <b>OBJECTIVE STANDARDS:</b> <i>Standards of fairness recognized by both parties (Industry norms, market prices, precedents, company policies, laws, expert opinions, etc...)</i> |   |
| <ul style="list-style-type: none"> <li>•</li> </ul>  |   |




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## Seven Element Framework



|  |  |
|--|--|
| <b>ALTERNATIVES:</b> <i>What each party can do on their own to meet their interests.</i>   |  |
| What we could do if no agreement:<br><ul style="list-style-type: none"> <li>•</li> </ul>   | What they would do if no agreement:<br><ul style="list-style-type: none"> <li>•</li> </ul>   |
| <b>RELATIONSHIP:</b> <i>What is the current and future ideal relationship and how to close the gap between the two?</i>              |  |
| Describe current relationship:<br><ul style="list-style-type: none"> <li>•</li> </ul>  | Describe future ideal relationship:<br><ul style="list-style-type: none"> <li>•</li> </ul>   |
| <b>COMMUNICATION:</b> <i>How messages are sent and received by each party.</i>   |  |
| Questions to ask (inquiry):<br><ul style="list-style-type: none"> <li>•</li> </ul>   | Messages to send (advocacy):<br><ul style="list-style-type: none"> <li>•</li> </ul>  |
| <b>COMMITMENT:</b> <i>What each party will and will not do prior to, during, and after the negotiation.</i>                          |  |
| Process: (e.g., amount of time at table, commitment to seek win-win outcome):<br><ul style="list-style-type: none"> <li>•</li> </ul> | Outcome: (Options in action – exchange or payment of time, money, resources, etc...):<br><ul style="list-style-type: none"> <li>•</li> </ul> |



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## Insights and Roadblocks



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## Seven Element Application – Part 2 of 2



- ▶ GOAL:
  - Complete a Seven Element Prep Sheet using an upcoming contract negotiation or pricing discussion
  
- ▶ STEPS:
  - Groups of two – Presenter and Helper
  - Save completed 7E sheet in Word – dig deeper and refine later
  
- ▶ OTHER:
  - Confidentiality
  - Focus on inquiry (being curious) vs. advocacy (pushing an outcome)
  - Descriptive vs. prescriptive



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## Large Group Review



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## Next Steps



- ▶ Coaching Session 2
  - Focus: Implementation / Relationship Mapping / Difficult Tactics
  
- ▶ Preparation
  - Continue to work on 7E sheet
  - Think about implementation and execution - what's next, with who, when, how, etc ...
  - See you next week!



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