



ADI Applied
Negotiation Initiative

Coaching Session 3 of 3

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

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Purposes

 **ANALOG
DEVICES**
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- ▶ Focus: Negotiation Review with Sales Leaders
- ▶ Goals:
 - Provide insights, support, and suggestions for improvement
 - Define best practices and lessons learned in large group debriefs
 - Map out next steps



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Welcome Sales Leaders



- ▶ Name
- ▶ What you do at ADI
- ▶ What you do when you're not at ADI



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Coaching Agenda – Session 3 of 3 (EMEA 1)



- ▶ 9:00 – Welcome / Purposes / Leadership Intros
- ▶ 9:15 – Breakouts
- ▶ 10:00 – Large Group Review
- ▶ 10:30 – break
- ▶ 10:45 – Welcome / Purposes / Leadership Intros
- ▶ 10:55 – Breakouts
- ▶ 11:40 – Large Group Review
- ▶ 12:15 – break
- ▶ 12:30 – Wrap up
- ▶ 1:00 – end of session 3



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Coaching Agenda – Session 3 of 3 (EMEA 2)



- ▶ 1:30 – Welcome / Purposes / Leadership Intros
- ▶ 1:45 – Breakouts
- ▶ 2:30 – Large Group Review
- ▶ 3:00 – break
- ▶ 3:15 – Welcome / Purposes / Leadership Intros
- ▶ 3:25 – Breakouts
- ▶ 4:10 – Large Group Review
- ▶ 4:40 – break
- ▶ 4:50 – Wrap up
- ▶ 5:30 – end of session 3



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The Seven Element Framework




- ▶ An optimal agreement is one that:
 1. Meets many of both sides' **Interests**
 2. Is the best of many creative **Options**
 3. Is supported by **Objective Standards** that are viewed as fair by both sides
 4. Is better than each party's best **Alternative**
 5. Seeks understanding on both sides through clear **Communication**
 6. Builds trust by investing in the **Relationship**
 7. Ensures each side shares an understanding of what they will do together based on shared **Commitment**



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Discussion Groups



► **Overview:** 45-minute meeting


1. Presenter shares screen and provides overview of negotiation (10 minutes)
 - a. Account overview
 - b. Key players from both sides
 - c. Summary of interests (ADI and Customer)
2. Sales Leader, MWI Coach, and other participants (35 minutes)
 - a. Ask clarifying questions
 - b. Brainstorm options
 - c. Propose additional alternatives
 - d. Identify objective standards
 - e. Map out next steps for the negotiation

► **Bring back best practices / learning points to the large group**


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Session One Discussions (EMEA 1) 9:15 to 10:30 AM



Presenter	Guest Sales Leader
Samuel Abba	Marcus Greenhill
Ilter Kilicaslan	Anne Rouchier
Ido Israeli & Zion Halaly	Juha Millaskangas
Gernot Faigel	Peter Hellstroem
Kevin VanderMark	Erik Berglund
Joern Lorenz	Oliver Grau
Pietro Saltarelli	Philippe Reiber

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Session One Discussions (EMEA 2) 1:30 to 3:00 PM



Presenter	Guest Sales Leader
Carlo Kessels	Michael Stirnkorb
Simon Niebler	Wouter Linnemans
Merima Slijvic	Peter Hellstroem
Alfons Soell	Kathy Van Droogenbroeck



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Large Group Review




- ▶ What happened in your group?
- ▶ What are some best practices that you can apply to your negotiations in the future?




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Break




▶ Break until 10:45 AM CEST




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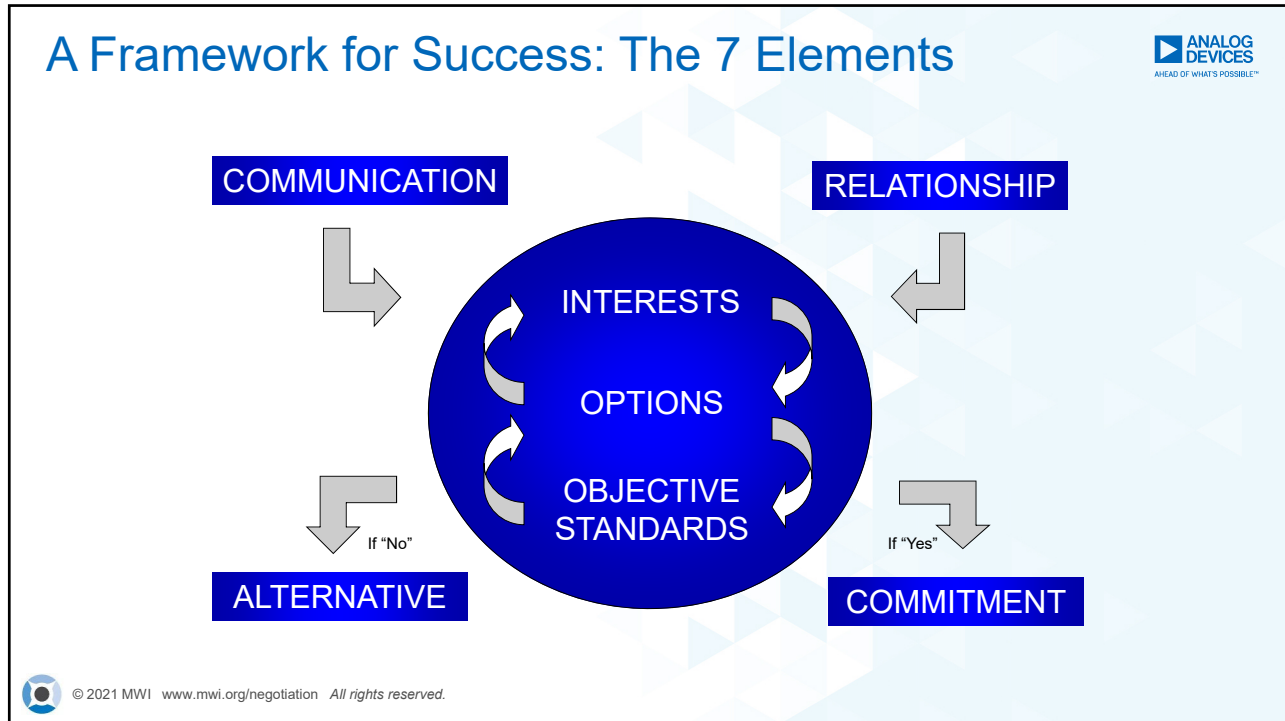
Welcome Sales Leaders



- ▶ Name
- ▶ What you do at ADI
- ▶ What you do when you're not at ADI



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Discussion Groups

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 2. Sales Leader, MWI Coach, and other participants (35 minutes)
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 - b. Brainstorm options
 - c. Propose additional alternatives
 - d. Identify objective standards
 - e. Map out next steps for the negotiation
- ▶ Bring back best practices / learning points to the large group

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Session Two Discussions (EMEA 1) 10:45 to 12:15 PM

Presenter	Guest Sales Leader
Conny Curio	Michael Stirnkorb
Andre Mueller-Beck	Bronan McCabe
Colm Ronan	Matt Windmill
Rene Soffareny	Wouter Linnemans
Sasa Zudic	Oliver Von Soosten
Jim Welander	Kathy Van Droogenbroeck

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Session Two Discussions (EMEA 2) 3:15 to 4:45 PM

Presenter	Guest Sales Leader
Janos Bene	Michael Stirnkorb
Patrik Josefsson	Wouter Linnemans
Christoph Wagner	Peter Hellstroem

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Large Group Review



- ▶ What happened in your group?
- ▶ What are some best practices that you can apply to your negotiations in the future?



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Break



- ▶ Break until 12:25 PM CEST



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Next Steps



- ▶ Congratulations!
 - For completing ADI's Applied Negotiation Initiative
 - Look out for the Negotiation Tips via email (and your certificate of completion)
 - Lookout for a follow-up email asking you to describe the outcome of your negotiation
 - Quantitative
 - Qualitative

- ▶ Next Steps
 - Prepare early and often – by yourself and with your colleagues
 - Read (or re-read) Getting To Yes
 - Share success stories



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End of Session 3



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