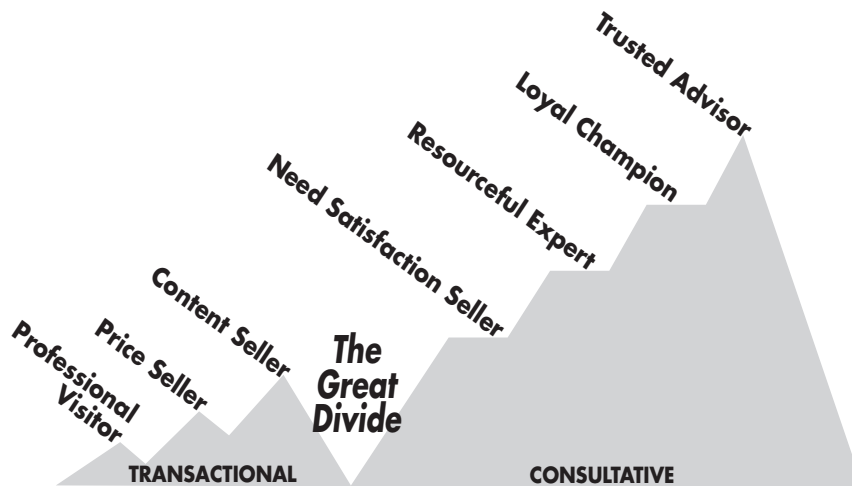


POST AGREEMENT SCORECARD

Now that you have a commitment from your customer, determine the degree to which your agreement meets the criteria for win-win²:

HAVE YOU NEGOTIATED A WIN FOR THE CUSTOMER?			
To what degree does this agreement meet your customer's must-have needs?	Meets All	Meets Some	Meets None
To what degree does this agreement meet your customer's would-like-to-have needs?	Meets All	Meets Some	Meets None
Does the customer feel the negotiation has resulted in a win for his/her organization?	Yes		No
HAVE YOU NEGOTIATED A WIN FOR YOURSELF?			
To what extent does this agreement met your own must-have needs?	Meets All	Meets Some	Meets None
To what extent does this agreement met your would-like-to-have needs?	Meets All	Meets Some	Meets None
Did you negotiate in a manner that maintains or strengthens your relationship with this customer?	Yes		No



HAVE YOU NEGOTIATED A WIN FOR YOUR ORGANIZATION?			
To what extent does this agreement meet your organization's must-have needs?	Meets All	Meets Some	Meets None
This agreement met my organization's would-like-to-have needs	Meets All	Meets Some	Meets None
Was acceptable profit achieved through this agreement?	Yes		No
Were any unfavorable precedents set?	No		Yes
Can your organization meet the commitments you've made without undue pressure on your internal stakeholders?	Yes		No
Can your organization meet the commitments you've made without negative impact on other clients?	Yes		No
Do your stakeholders consider this agreement a win for your organization?	Yes		No

A win-win² agreement is one in which the outcome optimizes the value to the customer, the sales organization, and the salesperson.

If your responses fall within the gray boxes, you are on your way to optimizing the outcome for you and your customer.

If any of your responses fall in the white boxes, review your preparation and the negotiation conversation(s) you had. Determine what you can do differently next time to ensure you negotiate a win-win² agreement.