Topic task 4

Name the acceptable/ unacceptable steps of your business negotiations. Explain why do you think so.

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| Step | Acceptable for  Super Car Company | Why for  Super Car Company | Acceptable for  Super Marketing Company | Why for  Super Marketing Company |
| Preparation | Acceptable | They have to prepare to negotiations, add goals, main points, what they want from other company, which result they want and so on | Acceptable | They have to prepare to negotiations because, they need to know product of other company, know main features of product, possible strategy of ads and so on |
| First contact | Acceptable | It creates two things – establishing a cordial relationship and presenting the objectives of the negotiations | Acceptable | establishing a cordial relationship and presenting the objectives of the negotiations is so important, because, you have only one chance to make a good impression |
| Need definition | Acceptable | It’s a chance to know opponent better and it helps to know service better and at this point they main ask open questions | Acceptable | So important, because when you will discuss service, you may understand product better and you may ask on open questions |
| Offer presentation | Non acceptable | Because that company buy a service | Acceptable | That company propose main service – ads and it means, that they should create personal offer and demonstrate it to the client |
| Objection management | Acceptable | If someone has objections it must be resolved, as soon as possible | Acceptable | If someone has objections it must be resolved, as soon as possible |
| Contract negotiation | Acceptable | When no one has objections and they finish negotiate main points and everyone is on the same page, then the need a contract agreement | Acceptable | On this point company understand how much money they will receive and how long they will receive that money |
| Deal closure | Acceptable | Say concerns and advantages of the service | Acceptable | Propose some new services |