**Negotiating the Best Deal**

Name of *your* Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CEO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of *their* Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CEO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do *you* have to offer?

* What is your main product?
* What would be most beneficial or interesting to your negotiating partner’s company?

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What do *they* have?

* What is their main product?
* What does your negotiating partner’s company do that would be helpful to you?

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…. Negotiate! What kind of a deal can you strike to help each other out? Remember, getting money to invest in your company is important, but don’t forget other key goods or services you can give and get (like free advertising, discounted use of their space or services, etc.)

Negotiated Agreement:

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