



**PCMA professional**  
**DEVELOPMENT series**

## **Negotiation Techniques**

The following general principles must be remembered and applied to negotiations for any site, service, or supplier. By following these simple guidelines, a meeting manager can utilize the methods and lessons of meeting management in a more efficient manner.

Remember!

- . • Present and maintain a professional attitude.
- . • Control stress and tension.
- . • Avoid politics and egos.
- . • Take time to gather all facts and requirements beforehand.
- . • Meet with the proper hotel or site people who have the authority to make decisions.
- . • Know all the following Do's and Don'ts.

### **DO**

- . • Define the purpose and objectives of the meeting.
- . • Know the event.
- . • Have printed copies of meeting plans available.
- . • Make key contacts in all services and sites.
- . • Follow up frequently.
- . • Obtain peer referrals.
- . • Contact union stewards before an event at a union venue.
- . • Communicate with clarity and outline everything in writing.
- . • Make all agreements part of the written contract.
- . • Possess the authority to make a decision (or sign a contract).
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- . • Be ethical.
- . • Ask questions.
- . • Listen and pay attention.
- . • Minimize all distractions.
- . • Verify all legal clauses of the contract with an attorney.
- . • Know the budget.

### **DON'T**

- . • Sacrifice quality for cost.
- . • Make unreasonable demands.
- . • Insist on being the final authority.
- . • Be inconsiderate of a supplier's profit margin and business needs.
- . • Escalate and overestimate needs.
- . • Hesitate to ask questions.

- . • Be apprehensive about negotiating for everything required.
- . • Promise what cannot be delivered.
- . • Lie or misrepresent.
- . • Jump at the first offer.
- . • Pass up a good deal based on a personality conflict.
- . • Be intimidated.
- . • Hesitate to advise the facility of changes.

Source: *Professional Meeting Management, third edition*, published by the Professional Convention Management Association