
EXECUTIVE SEMINAR NEGOTIATION

Preparation Outline for the Associate Dean

I. Information and Strategy

Principles:

- What principles can I cite?
 - Pay Williams as he is now—OK but past his peak and not well known
 - Junior profs are \$1.5K/day; replacement would probably be \$2.5K total
 - 2.5 to \$3K paid to typical US trainers
 - Not much prep and no new materials or customizing needed
 - Same fee as an original presenter (\$10K)
- What standards might they cite?
 - Williams should be paid as he was, a premier thought leader/presenter in Europe
 - Maybe the \$10-25K paid to star presenters

Interests:

- What are ours? Relative importance?
 - Support the success of, and build enthusiasm for, the series and certificate program
 - Avoid an embarrassing cancellation
 - Maybe
 - Avoid a precedent that will prejudice future speaker negotiations
 - Manage financial risk
- What are theirs?
 - Presumably to promote Williams' consulting practice
 - Feel fairly treated
 - Maybe perform, get on stage
- Ideas for solutions?
 - Maybe promote his book at the seminar? In publicity?
 - Has Maxwell helped promote or even publish his book?
 - Give him a reasonable base plus a sliding scale based on new registrations
 - Do promotion to boost his profile, bolster the ego
 - Give him an affiliation with the University program if this appearance goes well

Leverage:

- What is our best alternative to an agreement? A junior faculty member at \$2.5-3K
- What is their most likely alternative? Not known
- Are any other factors that affect our leverage? Their leverage?
 - Only 2 ½ weeks to the show. Need a replacement immediately for publicity.
 - But Williams seems not to have another gig.

Relationships:

- What kind of relationship do we have now? Associate Dean admires Williams' work,

but no real relationship between him and Maxwell

- What kind do we want when we leave the negotiation? We'd be willing to explore a future relationship, but our major interest is in filling the hole in our schedule.

Information:

- What data would be helpful?
 - Has Williams done similar work recently? What was he paid for it?
 - What will Williams do if he doesn't do this?
 - Any data to support Williams' effectiveness in this kind of role?
- What is the other side likely to ask? Should I disclose it?
 - What would the original speaker have been paid?
 - What revenue is the event producing? Will we share it?
 - Can Maxwell support his books, and perhaps give him a title/role in the future?

II. Bargaining

Process:

- What process of negotiation do I want? (positions, principles, interests)
 - We have to get a deal: Important Williams feels the offer is fair. A principled process
 - We're willing to support his interests, but the main goal is to fill our hole
- What is the other party likely to want?
 - As much money as possible; maybe also "perks"

Tactics:

- What is my highest reasonable goal? An "A" result?
- What's our walkaway point? "C" result? We'd pay 20K or even a little more if we have to
- Should I make the first offer? If so, what should it be?
 - Establishing a favorable "anchor" seems less important in this context

Might wait and gather information so the first offer doe