
EXECUTIVE SEMINAR NEGOTIATION

Preparation Outline for Williams' Agent

I. Information and Strategy

Principles:

- What principles can I cite?
 - Top international presenters: \$5K/day for prep and presentation.
 - Same fee as they were to pay the original presenter.
 - \$3-5K/day Williams earned before
 - \$3K paid to professors now.
 - Asking him to perform on short notice.
- What standards might they cite?
 - Williams should be paid as he is: In the US he's not well known.
 - More like the typical trainer paid \$1.5K to \$3K/day at most.
 - Not asking for customized materials or presentation; doesn't require much prep.

Interests:

- What are ours? Relative importance?
 - Develop a business network and contacts, promote consulting practice.
 - Feel fairly compensated.
 - Help publish his books/CD.
 - Perform in front of an audience—feel good about himself and his role.
- What are theirs?
 - Support series, maybe avoid cancellation.
- Ideas for solutions?
 - Can Maxwell help promote or even publish his book?
 - Can Williams support Maxwell's executive program through other appearances and support, and by doing so gain exposure to US business audience?
 - Can Williams share risk and reward through a percentage of new registrations?
 - How can Maxwell promote Williams's appearance to boost his profile?

Leverage:

- What is our best alternative to agreement?
 - Not clear: wait for another inquiry. Williams is willing to do this for free.
- What is their most likely alternative?
 - Not known; perhaps go to a past lecturer or a member of the Maxwell faculty.
- Are any other factors that affect our leverage? Their leverage?
 - Only 2 ½ weeks to the show. They don't have much time to find a replacement.
 - They know Williams is available—though it's for a weekend gig.

Relationships:

- What kind of relationship do we have now?
 - Associate Dean seems to admire Williams; he loves the praise.

EXECUTIVE SEMINAR was originally written by Marjorie Corman Aaron (as Marketing Maybes) but has been adapted and taught with greater frequency by Dwight Golann, who is the author of this preparation outline.

- No real relationship, however, as of now
- What kind do I want when I leave the negotiation?
 - Williams would like a continuing relationship with Maxwell for career/ego.

Information:

- What data would be helpful?
 - What revenue is the event producing? What might it produce?
 - What capability does Maxwell have to support Williams' books, etc.?
 - What would the original speaker have been paid?
 - Open to having Williams guest lecture or have an affiliation?
- What is the other side likely to ask? Should I disclose it?
 - 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?

II. Bargaining**Process:**

- What process of negotiation do I want? (positions, principles, interests)
 - We'd like a principled process that produces a result that Williams feels is fair and that supports a good future relationship with Maxwell.
 - We'd like to explore Williams' interest in the revival of career and stature.
- What is the other party likely to want?
 - University is probably willing to be principled and deal to some degree with Williams' interests.
 - Probably is more focused on not overpaying, and less interest in a continuing relationship.

Tactics:

- What is my highest reasonable goal? An "A" result?
- What's my walkaway point (equal to my best alternative)? A "C" result? Williams would perform for free, at least if the appearance is structured to give him exposure, but the agent wants a fee.
- Should I make the first offer? If so, what should it be?
 - Establishing a good "anchor" is less important in this context.
 - Might wait and gather information so the first offer does not offend.