

The SaaS Negotiation Playbook.

10 rules for getting better pricing, better terms, and more flexibility.

01 NEVER ACCEPT THE FIRST OFFER.

AND DON'T NEGOTIATE AGAINST YOURSELF.

02 KNOW YOUR LEVERS.

PRICE IS ONLY ONE PART OF THE DEAL.

03 BE CAREFUL WHAT YOU COMMIT TO.

A DISCOUNT ISN'T FREE IF YOU HAVE TO OVERCOMMIT TO GET IT.

04 CRAFT YOUR STORY.

GIVE THEM A REASON TO DISCOUNT.

05 PRESENT A UNIFIED FRONT.

ONE COMPANY. ONE STORY.

06 ALWAYS BE EVALUATING.

OPTIONS CREATE LEVERAGE.

07 CURB YOUR ENTHUSIASM.

DON'T GIVE AWAY YOUR LEVERAGE.

08 CONTROL THE CLOCK.

USE TIMING AND SPEED TO YOUR ADVANTAGE.

09 MAKE THE ASK.

SPECIFIC ASKS GET SPECIFIC ANSWERS.

10 CREATE DISTANCE FROM THE DECISION.

BE THE CHAMPION, NOT THE ROADBLOCK.
