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## **HOW TO NEGOTIATE WITH BILLION DOLLAR COMPANIES**

As the CEO of a financial firm called PHP Agency Inc. it's exciting to see growth that we've had the last 6 years. Every year I meet with some of the largest Life Insurance companies in the world and discuss with them what we need to do to improve our relationship and go to new heights.

I'm asked quite often about how I go about negotiating in boardrooms with \$400 billion dollar financial institutions and my answer is always pretty simple. Instead of asking them what we need, I usually ask myself the following questions:

1. If I was them, would I do business with me?
2. What value do we bring to them?
3. What are we bringing to the table?
4. What is our track record?
5. Have we shown a progress of improving before asking for what we want?
6. Are we a match?
7. Are we constantly showing expansion?
8. Are our figures growing at a rate of 50% or higher to be able to ask?
9. Are they in a place where they're willing to invest resources to grow their company?
10. What kind of goals do they have for the following year?
11. Have we earned the right to ask for more?

Most people think negotiation is being the pushy guy who goes in to get whatever he wants. That style may work with lightweight people who are not certain about what they're doing but not with heavy weight names and companies. If you go in too aggressive, you'll usually lose the relationship and the credibility to come and ask for more.

I prefer going into meeting like this with as little pressure as possible because everything to me is math. If you treat negotiations more like a mathematical formula, you will be surprised by how many people will actually say, "yes" to you. If you treat it as a way of you winning and them losing, you'll be surprised by how quickly no one wants to do business with you any longer.

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