

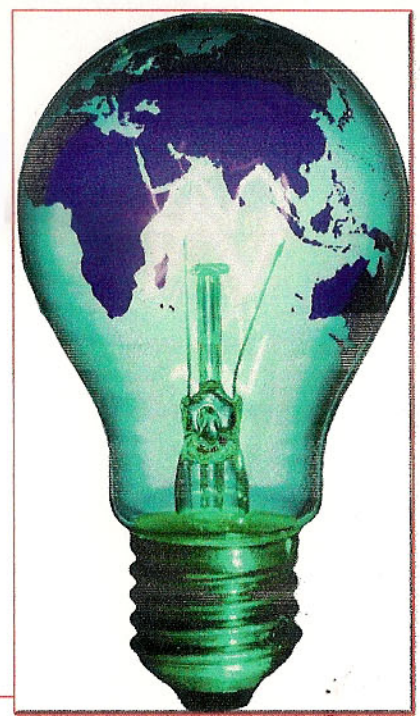
# SYSTEM

# INTERACTIVE

## COMMUNICATIONS

A Division of Systemic, Inc

*"The System IC Client Relationship Process Begins, Maintains & Ends With CREATIVITY".*



It's unfortunate that many businesspeople often overlook the creative side of deal-making. By awakening your creative side, you increase the probability that new ideas, options, directions and solutions can arise, which can pay big dividends at every stage of your negotiation.

Here are some things you can do to help get your creative juices flowing for the deal-making process:

### **START WITH THE BIG-PICTURE QUESTION**

Ask yourself, why am I doing this deal? There are always alternatives, and this question—as well as the next one—will help you find them. Once you nail down what you're going after, better ways to achieve it will become obvious.

### **CONSIDER POTENTIAL OPTIONS**

Next, start asking this question over and over again: How else? For example, an unsophisticated inventor might assume that his only option is to sell his brilliant new idea outright to some megacorporation for a pittance. But by considering how else he could make money, he suddenly realizes he could do the following: approach that company's competitors, find a smaller partner that will offer better terms, increase his leverage by producing an irresistible prototype, license only part of the idea, take on a second job for bootstrap financing, or call a patent lawyer for suggestions. Each alternative means a different deal altogether.

### **ZERO IN ON THE DETAILS**

Just as you can be more general by exploring alternatives, you also can be more specific. To examine a deal in more detail, recite this little ditty from Rudyard Kipling: "I keep six honest serving men (they taught me all I knew); their names are What and Why and When and How and Where and Who." Let's say you're an entrepreneur with a space problem, and you think you need to find a larger facility. Instead, ask yourself these questions: What is taking up so much space? Why should I keep everything? When can I do this? How can I make more room? Where else can I put everything? Who can help me? The answers might generate such options as throw out what you don't need, hold a garage sale, give it to charity for a tax deduction, add a room, rent off-site storage or hire a professional organizer. Any one of those solutions is probably easier and cheaper than moving.

### **GO FOR THE WIN-WIN**

Once you're actually in the negotiating phase, creativity becomes the catalyst for win-win resolutions and the antidote to impasse. Again, it's all about generating alternatives. Just make sure they're not too complicated to explain, document or administer. Also, be careful about brainstorming too openly. After all, you don't want to end up negotiating against yourself.