Negotiating the Non Negotiables

‘The art of conceding ‘

This workshop is to give you all an understanding of the key principles of negotiation. Whilst our background is in retail the premise of the parties ‘whys’ in relation to certain terms remains the same whatever sector. Key to successfully achieving a deal is when both parties believe they are have agreed a good outcome for themselves of clients.

It fundamental on establishing what is driving you to agree the deal. Are you in a competitive bid for the premises? Do you have an opening window you need to hit? Is funding only allocated for a period of time?. Are you prepared to walk away at any cost ?

Before you enter the room do you have your ‘bible’ of terms previously sought that are non-negotiable, you can compromise or totally concede (always kept up your sleeve). Do you have a history with the same LL/T. What is within the lease code that supports your position?

We are going to play out a mock round table discussion. We want you to take note on whats being requested and from which party and then seek to ask and invite the audience questions.

Scenario One

Office occupier looking to upsize their space from part 1st floor to the adjoining self contained premises both owned by the same LL. The tenant has a key presentation that they are hosting to newly acquired client. The private LL is looking to sell his investment.

Scenario Two

A new fashion retailer expanding their physical presence with a plan to open their 5th UK store within the Victoria Centre. The 3,000 sqft unit has been identified with interest from other non fashion brands. The current timing of year is Aug 24. The fit out window for the retailer is 8 weeks. The unit is in a white box condition. The parties have already agreed terms to open a pop up store for Christmas trade only in the LL Lakeside scheme on an all inclusive basis to be trading for Black Friday.