

# Preparing for Client Negotiations: The Worksheet

## 1. Find Out Your Client's Goals and Problems

Your Client's Main Goals	Other Goals

Your Client's Main Problems	Other Problems

## 2. Measure Your Impact

### Step 1: Gather Specific Positive Feedback

Date	Positive Feedback (Direct Quotes)	Context (Why were you given this feedback?)

**Step 2: Gather Concrete Outcomes You've Accomplished**

<b>Which services have had the most significant positive impact on your clients' businesses?</b>	<b>How would you measure that impact quantitatively?</b>

**3. Build a Strong Case for Your Rates**

<b>Your Client's Goal/Problem</b>	<b>What skills, experiences, and traits do you have that can contribute to this goal (or solve this problem)?</b>	<b>What would the client's business look like as a result of achieving this goal (or solving this problem)?</b>

## 4. Build a Strong Case for Your Rates

“In our previous conversations, you’ve mentioned that you want to \_\_\_\_\_.”

“I know I can help you with that because I have a track record of \_\_\_\_\_.”

“In fact, you’ve even said the following things about my work \_\_\_\_\_.”

“Once I’ve helped you achieve this goal (or solve this problem), your business will \_\_\_\_\_.”

“To get to that point, the investment in this project would be \_\_\_\_\_.”

“How does that sound?”

## 5. Prepare Yourself Against Possible Objections

Possible Objection	How will you address the objection?