

STEP 8: Negotiate the Deal

Action Items

Checklist

	Status?	Target Date?	Responsibility?
Put in the time to prepare. <ul style="list-style-type: none"> Investigate the other party. Know your own position thoroughly. 			
Use an advisor to increase objectivity, facilitate communication and bring you negotiating expertise.			
Determine your bottom line on all key elements of an agreement: <ul style="list-style-type: none"> price; amount of capital invested; control (including management responsibilities and board of directors); performance measures; exit strategy; and other. 			
Consider what the investor will likely accept on these key elements. Look ahead for common ground.			
Develop a strategy for handling negotiation over price			

(consider the investor's background and how you present your price).			
Prepare yourself and your team for negotiation sessions by reviewing guidelines on what to do and what to avoid during negotiations.			
With legal assistance, pay careful attention to the shareholder agreement that will define many of the key elements you've negotiated.			