Reflection on Negotiation Experience

Usually when negotiating you want to ensure both parties are left satisfied and happy with the result. Sometimes concessions have to be made in order to achieve the best result. There has been one such issue in which Team Archer feels that they could have pushed harder on. Team Thunder had to concede as well, mostly on the price.

Making concessions is easy when you are getting something in return. Team Archer got the band and playlist they wanted and the length of performance was also to their satisfaction. However, they did end up paying over budget. Team Archer went in at a low-ball price [£375] but Team Thunder started at a much higher price [£730] to ensure all extra fees such as travel expenses and subsistence allotment would be covered. Eventually the price was reduced, removing much of the excess costs but it was still higher than Team Archer wanted to pay [£550]. It could have been stressed by Team Archer that this event was taking place on a Monday night in April, therefore the chances of Team Thunder receiving another lucrative job at the same time that would pay more may be at a minimum and Team Archer could have used this to their advantage if they were better prepared. Team Thunder reduced the amount of the appearance fee as well as other fees to get closer to Team Archer’s proposed number.

Both teams remained in good contact with one another – considering the time difference. Negotiations were primarily through e-mail and one online discussion. Obviously neither party wants to feel like they are bothering the other and settle matters quickly as both have a lot going on – but this should not be at the expense of the client.

Both teams were understanding of each other’s viewpoints and agreed well on most things.

Team Thunder wanted a 50-50 split on the playlist. However, Team Archer felt that songs could be restricted to ‘3 per hour’. Perhaps the hardcore line on this left little wiggle room on other matters. Team Thunder understood that this was a personal preference and something Team Archer would not concede.

Team Archer began negotiations with a draft contract which Team Thunder could revise, rather than to-ing and fro-ing on minor detail. This provided considerable time saving and a foundation to begin negotiations.

Overall, Team Archer thought they could have achieved a better price for their client if they negotiated harder, perhaps by easing up on the strict playlist. Team Thunder thought they could have taken a more definite stand on their fees and playlist knowing the demand for the band and Davy as the frontman.