



MARK FRANK
Triangle Aquatics



#SWIMBIZ



How to Negotiate a Swim Suit Deal For Your Team

Mark Frank

Events & Marketing Director, TAC TITANS

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How to Negotiate a Swim Suit Deal For Your Team

- 1. The Art of Negotiation*
- 2. How to Create “The Ask”*
- 3. Elements to Remember With Your Deal*
- 4. Q&A*



The Art of Negotiation

1. Negotiate with Yourself First
 - What value do you and your team bring?
 - What's the minimum you are willing to accept?
 - What assets are you providing your Swim Partner
 - What can go wrong

“When you’re aligned with yourself, there’s no negotiation you can’t win”



The Art of Negotiation

2. Let the Other Side Make an Offer

- You can't negotiate something that isn't there. Once the offer is on the table, you can begin

3. Start Outlandish

- Work towards the middle ground slowly
- Keep your poker face and let them know you mean business



The Art of Negotiation

4. Be 100% Honest

- If you BS, they WILL find out
- You will reach an outcome much sooner

5. Talk About the Fear You Have

- Use this as leverage for the other side to reconsider their position
- If they present you with their fear, counteract it with the opposite fear to their own



The Art of Negotiation

6. Don't Forget Your Value

- We all undervalue ourselves far too easily, and we're talked down from our position
- Remember what you bring to the table and get good at summarizing the key points of your value

7. Let Your Emotion Shine Through

- Wear your heart on your sleeve



The Art of Negotiation

8. Show How Much You Want It
 - This idea is the cornerstone of all sport
9. Demonstrate Confidence
10. Allow Long Pauses
11. Both Sides Need to Win
12. Be Prepared to Walk Away



Elements to Remember With Your Deal

- Negotiate based on where you will be at your highest point in the agreement
- Agree on How Both Sides will Measure Success
- Create Unique Outfitting Opportunities
- This Deal is More Than Just Swim Suits



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Q&A