


**Art of
Negotiation**

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What you'll learn

Establish a positive relationship with vendors

How to be informed

The importance of good record keeping

Best practices of negotiations

A little about Webster University

Campuses

Liaisons

Reviews

Build a rapport



Build a rapport

Get to know your representatives

- Acknowledge emails

- Make time for site visits

Keep in contact

- Positive feedback

Build a rapport

Know Rep's preferences

Be up front about your institution

- Specific needs

- Budget

Build a rapport

End of year budget

Turnover rate



Knowledge is
Power!

Be informed

Look up competitor's pricing

Stalk your vendor

Consider the overall economy

KEEP GOOD RECORDS

Past rates

How long you've done business

Any anomalies?

Good deal when you needed it?

Sticklers on price?

Extra charge one year for something?



Negotiating New Databases

Comparable resources?

Price

Coverage

Database options

Negotiating New Databases

A la Carte

- “Do you offer the module separately”

Wiggle Room

- “Is the price any better if we have a limited number of users?”
- “Is there any room for negotiation?”

Negotiating New Databases - Success story

Finding the right resource

Number of users

Format

Negotiating Renewals

Annual increase %

Question, Question, Question

Down with the 5% industry standard

Be reasonable

Clear expectations

Negotiating Renewals



Negotiating Renewals

Ask for deals

- “Could you offer anything else with this to make it a package?”
- “Do you offer multi-year locked rates?”
- “Is there any room for negotiation.”

Group Participation

“ Is there any room for negotiation? ”

Recap

Be professional

Be informed

Write your info down!!

Be reasonable

Tell them your expectations **before** renewals are sent!!

Ask questions!

Thank you.

Who has questions?

Feel free to ask follow up ?'s

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