
How can I create value when price is the only issue?

Price is almost never the only issue, although many parties (unfortunately) begin with positional demands about price. To create value in such a scenario, you can promise to address price while exploring about broader needs (“what else is happening for you right now?”), looking for additional interests to satisfy at low cost to you. You can float multiple packages (bundles of options across negotiating issues) that pair lower prices with fewer services or cuts in commodity features or quality. Finally, you can “unbundle” price into several issues (total cost, cost per unit or hour, payment schedules, premiums for additional services) and exploit differences you find in the relative importance of the price components by making trades (e.g. lower price bundled with larger up-front payment).