

# 10 Essential Negotiation Questions

Maximize your negotiation leverage by asking the right questions. This sheet contains 10 questions covering a range of categories that strong SaaS negotiators ask every time.

Don't just go through these questions one by one. Look over this list and create a strategy with a clear cadence you will follow depending on your budget and ideal contract length. You might pick a handful of initial questions and map conditional secondary questions based on potential answers to those.

## General Questions

1. How early do you notify customers ahead of an auto-renewal period?
2. What is the process to extend/renew our contract?

## Pricing & Costs

3. How does pricing adjust based on license count?
4. What does pricing look like as we scale usage?
5. Does this pricing include additional fees regarding support, training, implementation, etc.?

## Support & Service

6. What is our escalation path?
7. Do you maintain an uptime guarantee outlined in the SLA?

## Data Security

*\*Data Security questions may go through Procurement, but usually these conversations are managed by IT or INFOSEC teams.*

8. Are you a data processor or subprocessor?
9. What security frameworks do you follow?
  - SOC 2
  - ISO 27001
  - Other
10. What data privacy regulations do you comply with?
  - GDPR
  - CCPA
  - CPA
  - HIPAA
  - Other