# Prepare to negotiate

Here are a few tips for society publishers and consortia to get you started. There is no guarantee that good preparation will lead to success in negotiations, but it certainly helps.

## For the consortium

**Aims and objectives:** Decide how moving to transformative agreements can benefit your members. Outlining your objectives can be helpful and will ensure you communicate them clearly to your negotiating partner.

**Be discoverable:** It can be surprisingly hard for a small or medium publisher to know how to approach a consortium, or where to send transformative agreement proposals. Consider adding this information to your website along with basic information about your consortium that will aid in proposal preparation:

* How many members are in your consortium, and who they are. Are medical libraries included?
* Do your consortium members opt-in to deals, do all participate in any agreement agreed, or does it depend on the offer?
* Your price tiering or banding system for member organisations, if you have one.
* Does the consortium centrally manage institutional licensing and payments, or will the publisher need to do this?
* Your preferred payment currency, if you have one.
* The process and timeline for receiving and considering offers.

## For the publisher

**Aims and objectives:** Decide how a full transition to immediate OA can support your organisational mission. How does this transformative agreement fit in to your wider transition strategy? Outlining your objectives can be helpful and will ensure you communicate them clearly to your negotiating partner.

**Gather information:** Populate the data template in this Toolkit. Please ensue that you total the columns in the template, so your negotiating partner can easily see the *total* subscription spend in previous years and the *total* APC spend. If you have given APC waivers to authors from the consortium, make sure your negotiating partner is aware. If this is the first time you have worked with the consortium, your legacy pricing for individual universities might surprise. Explain why historic pricing may look uneven – perhaps because some institutions take more journal titles than others, or perhaps some take print and others don’t. Be transparent about any anomalies and how you plan to resolve them.

**Prepare your overview:** Review the overview document and pull together the information you will need to populate it. For your commercial offer you may wish to consider:

* What is the total spend across consortium members (for both subscriptions and APCs)?
* How many titles are you including in the offer? Are these all your titles or a subset?
* Based on the principle of a cost-neutral transition to OA, how much might you charge for an all-you-can-eat transformative agreement with no caps on OA articles published for current subscribers?
* How does this compare to current list prices?
* Do libraries subscribe direct, via an agent, via the consortium, or through some combination?
* Are there any historical pricing anomalies to resolve?
* Have you been charging APCs, or waiving most of these fees?
* How much might you charge if all consortium members opt-in?
* How much might you charge if only some consortium members opt-in?
* How might you incentivise more institutions to participate?
* Will current subscribers receive any upgrades in terms of their read access?
* Will you deposit full-text or metadata into institutional repositories?
* Will manuscripts or final versions of articles be shareable under a CC-BY license at the time of publication?
* Have you eliminated submission fees, page charges, and colour charges for authors?
* Will there be an uplift for years 2+ of the agreement?