

# Mastering the Art of Negotiations

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# Three Crucial Components of Every Negotiation

1. Planning
2. Exchange of information
3. Agreement/closing

# Traits of a Good Negotiator

In groups of 3-4 identify the top 5 traits  
of a good negotiator

# Identifying and Exploring Options for Better Negotiations

- List what you really want
- List what the other side really wants
- List your alternatives
- Focus on the issues
- Use objective criteria
- Separate the people from the issues
- Think about what happens if you compromise
- Think about what happens if you walk away

## Six Tools Found in Every Master Negotiator's Toolbox

1. A process
2. Research skills
3. Listening skills
4. Objectivity
5. Speaking skills
6. Long-term mindset

# Five Common Collaboration Hurdles

1. Poor planning
2. Poor communication
3. Lack of experience
4. Focus on win-lose
5. Not knowing when to walk away

# Preparation: The Single Most Important Key to Buying Success

## Your Position

- Strengths/weaknesses
- Alternatives
- History
- Interests
- Walkaways/desirables
- Support material

## Their Position

- Strengths/weaknesses
- Alternatives
- History
- Interests
- Walkaways/desirables

# How to Prepare

- Research the company
- Consider what the product's or service's true value to you is
- Determine your negotiables
- Avoid assumptions, use facts
- Recognize motives

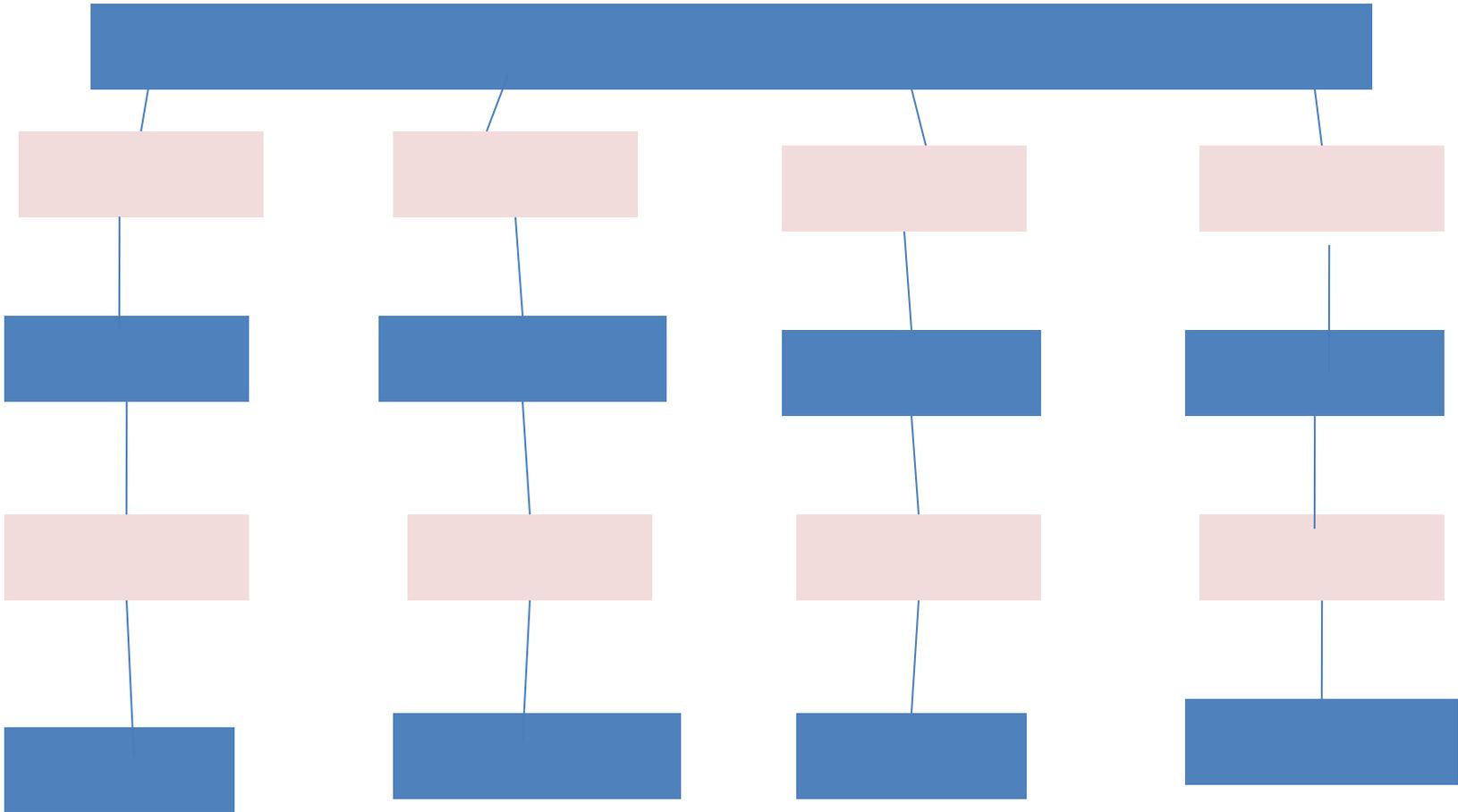
# Five Unexpected Ways to Power-Up Your Negotiating

1. Focus on issues
2. Establish some alternatives
3. Use objective criteria
4. Separate the people from the issues
5. Make relationships a priority

# Benefits of Using Scripts

- Helps to calm your nerves
- Feedback
- Prepare for objections

# Scripting

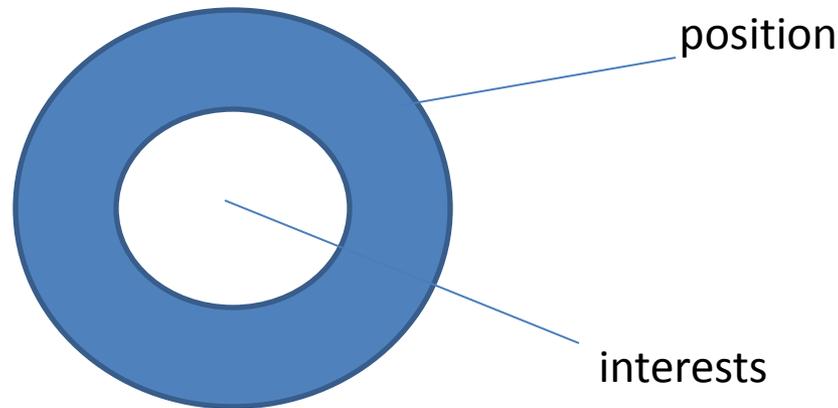


# How To Use A Script

1. Prepare a script
2. Practice in a safe environment
3. Use your support network to get feedback on your script
4. Evaluate and revise your script

# How to Separate Contracting Interests From Contracting Positions

- Interests = Keep your objective in mind
- Positions = Keep your emotions intact



# Proven Practices for Determining Your Bottom-Line Stance

## Walk-away point

- Financial
- Emotional
- Convenience
- Other factors

# Tips for Pinpointing Exactly What You Need From the Deal

Determine your:

1. Wish List – Be reasonable
2. Priorities – Prioritize your wish list

Negotiables and non-negotiables

# No, No and No Again

- Don't be afraid to walk away
- If the other party wants your business, they will call you back
- Long-term business relationships can be built on saying "No"

## The 2-Ears-and-1-Mouth Theory of All Successful Negotiators

- Tune in to the speaker
- Listen twice as much as you talk
- Don't interrupt
- Repeat the speaker's message

# Ask and You Shall Receive: The Power of the Question

In negotiating, questions are more effective when:

- They are worded simply
- They are planned
- They are not leading
- They are open-ended
- They are clarifying

## Eight Exercises That Will Make You a Better Communicator

1. Tune in to your reactions when you are not listened to
2. Look for signs of not listening in others and yourself
3. Don't talk when someone else is talking
4. Don't react; listen

## Eight Exercises That Will Make You a Better Communicator

5. Eliminate distractions when you are scheduled for a meeting
6. Fake it
7. Encourage others to talk more with questions
8. Never stop listening

# Practice the Six Keys to Clarity

1. Always use the simplest words possible
2. Avoid indefinite words
3. Isolate your most important ideas into separate statements
4. Follow the rules—within reason
5. Refine your nonverbal skills
6. Check in with the receiver periodically

# Three Phrases You Should Never Use in Negotiating

- “You can trust me...”
- “You will have to...”
- “You should have...”

# Silence is Golden... How It Can Make for Golden Deals

## Keeping Quiet...

- Can be powerful
- Can cause them to rethink their position
- Can keep you from giving out any unnecessary information

# Non Verbal Signals to Look For

1. Openness
2. Readiness
3. Reassurance
4. Frustration
5. Puzzled
6. Defensiveness
7. Confidence
8. Nervousness

# How to Agree to Disagree...Without Undermining Your Relationship

- Be honest to be respected
- Disrespect only earns you disrespect
- Everyone has insecurities & doubts
- Use silence effectively
- You are ultimately in control of what you say & how you act
- The relationship is more important than a single win
- You can make it easier for them to change their minds by offering a benefit or an out

# How to Handle Contracts Set Up Before You Became the Negotiator

- Review all previous paperwork
- Speak to prior negotiator, if possible
- Listen to what the other side has to say
- Make it clear you will base decisions on facts, not assumptions
- Work hard to re-establish a meaningful relationship
- Don't badmouth previous negotiator or prior decisions

## 17 Tactics Customized for Long-term Relationships

1. Bond first, bargain second
2. Focus on the relationship, not the win
3. Agree to disagree
4. Always indicate that your goal is a good relationship
5. Show respect during negotiations
6. Create a partnership

## 17 Tactics Customized for Long-term Relationships

7. Don't take advantage of your relationship
8. Build relationships with others in their company
9. Negotiate early—proactively
10. Invite your experts to the process
11. Remember that reciprocity is crucial
12. Keep everyone informed

## 17 Tactics Customized for Long-term Relationships

13. Use their need to sell you the product to get a few concessions
14. Try not to make the first offer
15. Don't give in entirely
16. Avoid ultimatums
17. Make it easy for the other side to agree to your terms

# 15 Ways to Get the Ball Moving Again

1. Don't let it go—without reassessing the situation
2. Address emotions, if necessary
3. Listen with your eyes and ears
4. Listen to what the other side has to say
5. Acknowledge the issue
6. Be aware of body language
7. Avoid red-flag words and phrases
8. Assert your views—without provoking the other side

# 15 Ways to Get the Ball Moving Again

9. Agree when you can
10. Take a breather—a time-out to analyze
11. Analyze the events
12. Consider: When was the last time this happened?
13. Consider: What happened that time? How is this different?
14. Consider: What is your commitment level to the purchase and the company?
15. Go back to the table; this time, you will be on their side

# Changing Your Strategy for Those Occasional Short-Term Negotiations

You can:

- Focus more on your position than the relationship
- Lay your position on the line earlier
- Take a more aggressive look at all of the possible vendors and suppliers
- Employ tactics you wouldn't normally use during active negotiations

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