Strategies for Success: NEGOTIATION SKILLS MASTERY
Introduction to the “Art of Negotiation”

We negotiate when we have something to offer or we want something under different terms than the other party, when we have to resolve an issue or conflict, and when we need to create mutual beneficial agreement between two or more parties.

Today, the need for effective negotiation skills is greater than it has ever been, primarily due to technology and the Internet. Today’s prospects, customers, and business partners are more educated and prepared, have access to information right away, and have more alternatives available.

In response to this new reality, negotiators must be equally informed and prepared, respect the other party’s interests, and be ready to provide “win-win” solutions to remain competitive. Applying a proven negotiation process helps people know where they are going and how to plan for successful results.
Learn How to Effectively Conduct Win-Win Negotiations

Win-win negotiations consider the real interests, needs, desires, and concerns of the bargaining partners. The parties collaborate to create mutual value by finding a mutually beneficial agreement.

1. PINPOINT & ANALYZE - Define, state and agree on the issue or situation to be negotiated.
   
   • Be simple and specific. If the situation is multifaceted, isolate one issue at a time.
   
   • Discover the other party’s position and interests. Reframe the conversation to avoid confrontation. Depersonalize the issue.

2. PREPARE - Investigate and gather information for both sides of the coin. If possible, hold a pre-negotiation meeting to gather information before sitting down to negotiate. Explore all of the other party’s interests, concerns, and alternatives. Consider what’s at stake from both perspectives.

Take an honest look at yourself. Why is your position important to you? What is your demeanor in the meeting? Anticipate challenges and objections and prepare evidence and facts to overcome them.

Know your non-negotiable (absolutes) and negotiable items (desirables). Know what you want and what you don’t want and why. Know what your counterpart wants and doesn’t want and why. Create a “value statement” based on what the negotiation means for them.

3. PRESENT - Meet face to face on mutual ground. Be positive. Focus on similarities. Identify and present added value as alternatives. Link your solution to the other party’s interests. Set a tone for an exchange of information. Create an atmosphere of trust and collaboration by asking questions, listening, and discussing and offering options.

   • QUESTION: Ask open-ended questions to determine interests, desires, and concerns. These questions are designed to allow the other person to explain his or her point of view. Show an open mind and good communication skills, and encourage dialogue.

   • LISTEN: Listen attentively. Demonstrate a desire to understand the other person’s point of view.

   • REPHRASE: Restate the other person’s perspective so they know you understand them.
• **BRAINSTORM:** Use a collaborative approach to collect creative ideas and foster agreement.

• **PERSUADE WITH IMPACT:** Provide evidence of ways to save and, at the same time, improve value. Show appreciation for different opinions, interests, and positions. Be fair and reasonable.

• **SPEAK CONFIDENTLY:** Think before you speak, and speak confidently and assertively. Deal with facts and remain calm. Use understandable language. Propose solutions in the context of the other person’s interests.

4. **BARGAIN** - Identify ideal and realistic positions. Respond to tactics, rather than react. Empathize with your customers. Tell them you heard their concerns; ensure understanding and build rapport. Create mutual problem-solving conversation.

5. **PACT & AGREE** - Have an action and follow-up plan. Be goal-oriented. Accept, agree, and commit to a win-win solution. Both parties should end on a positive note and shake on specific solution.

• **EITHER/OR:** Preparing two acceptable outcomes and giving the other person a choice can move things along and make the other person feel they also won.

• **DEAL OR NO DEAL:** One of the best ways to gain commitment is to ask for it. Asking a direct question calls for a decision and can save time.

• **ACT NOW:** State a deadline or a small window of opportunity or offer a bonus. If the other party acts now, it can help move the process along and seal the deal.