

# Tips & Techniques for Successful Negotiating

## The Psychology of Negotiating – Reminders:

- Negotiation is an “adversarial process.”
- You don’t know what your adversary wants; your adversary doesn’t know what you want.
- Your adversary does not likely want what you want.
- You must understand and address his/her/their needs before you can reach an agreement.
- When they “feel” they are getting what they want, you will get what you want.

## Plan for It:

- Do your **research** – the more information you gather, the stronger your position will be.
- Set your **goals** – know your limitations and what you want to achieve in the process.
- Position for **strength** – define your strategy and presentation for maximum advantage.

## Follow the Process:

1. Know exactly what **you want** and what you are willing to do to get it.
2. Build a **relationship** – establish a comfortable relationship up front; test for “chemistry.”
3. Find out what your **adversary wants**; ask him/her/them before making your presentation.
4. Get enough **information** to define the terms of an agreement.
5. Get a **commitment** – “if I can \_\_\_\_\_, will you?” before proceeding. Make it easy for them.
6. **Validate** your adversary’s commitment as soon as possible. Do they have authority?
7. Communicate your **value-added** position, your offer, and your personal commitment.
8. Sell your **advantage** – it may not be price; find something of value your adversary wants.
9. Manage **gaming** – know your options; don’t be victimized; use tactics to your advantage.
10. Prepare to **make compromises** and to avoid concessions.
11. Seek a **middle ground**, a “meeting of the minds,” a win-win.

## Negotiating Tips:

➤ Negotiate in person	➤ Sell your value added at every turn
➤ Establish a rapport <i>before</i> starting	➤ Never assume a discounted position
➤ Build client trust and respect	➤ Keep the negotiating teams balanced
➤ Don’t assume they want what you want	➤ Seek common ground – a win-win
➤ Employ active listening	➤ Never commit yourself under pressure
➤ Don’t push back	➤ Ask for and validate a commitment ASAP
➤ Ask probing questions to elicit abundant information; avoid “yes/no” questions	➤ Never give up anything without getting a commitment
➤ Avoid introducing interruptions; try to get a commitment before allowing one	➤ Always be prepared for the unexpected; you may need to act or react quickly
➤ Stick to your plan	➤ Seek compromise over concession
➤ Avoid getting stuck on one issue	➤ Take a reasonable offer
➤ Get your adversary to “blink” first	➤ Know when to walk away