

# Negotiating

## *What's Mine Is Mine, What's Yours Is Negotiable*

Presented by **John Hamilton**

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### Our skills as negotiators?

- a. What **one word** would you use to describe the typical American as a negotiator?
- \_\_\_\_\_

- b. Three strikes against us:

- limited experience
- little or no training
- impatience

- c. The goal of every negotiator:

## Good Deal

"I wish I could have done better but, all and all, I got a pretty good deal."

### Negotiating Questions

#### 1. When do they take place?

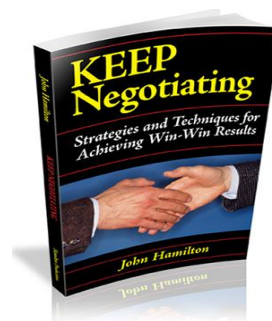
- Differences to conciliate
- Interests to placate
- People to persuade,
- Purposes to accomplish

#### 2. When do they begin?

When someone **reacts** to a proposal/offer.

#### 3. How do good negotiators react?


The One-Two "Punch"



## Negotiating Tactics

- a. For our **use**
- b. For our **defense**

### Which tactic would you use?

- 1. Flinch**  
an animated adverse reaction
  - 2. The Crunch**  
get concession before giving one
  - 3. Bracketing (anchor)**  
controlling expectation message
  - 4. Limited Authority**  
cannot make a concession
  - 5. Trade Off**  
only give when you can get
  - 6. Competition**  
other acceptable alternatives
  - 7. Legitimacy**  
reducing positions to writing/print
  - 8. Bold Stroke**  
take a chance based on situation
  - 9. Nibbling**  
ask for more after agreement
- The One-Two Punch**
- 

## Tactic Sequencing

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*When someone makes you an offer...*

### 1. Flinch

Adverse reaction, prevent opponent's anchor or bracket from setting

- "Whoa, are you serious?"

### 2. Crunch

Asking opponent to modify position before counter

- "Is that the best you can do?"

### 3. Bracket

Communicate your anchor and limitations

- "I've only budgeted \$\_\_\_ for this."

### 4. Limited Authority

I can't make this decision on my own

- "I'd have to check with \_\_\_\_\_ before I could agree to that amount."

### 5. Trade Off

I'll make a concession if you'll make one for me

- "I think we could agree to your price if you'll (do/give) \_\_\_\_\_ in return."

### 6. Competition

Communicate that there are other acceptable alternatives

- "Does yours have \_\_\_\_\_? I found another one that did."

### 7. Legitimacy

Gain credibility and influence by 'getting it in print'

- "Here are the 8 things we'd have to have if we purchased your \_\_\_."

### 8. Bold Stroke

Inviting your opponent to meet at a reasonable amount

- "Could we close this deal at the \_\_\_\_\_ figure?"

### 9. Nibble

Asking for a little more after agreement is set

- "One question, you are going to include the \_\_\_\_\_, aren't you?"

## The Power of Legitimacy



1. The impact of the **printed word**
2. Provide a '**hard copy**', it enhances credibility
3. Simply **write it down**, develop a system
4. ***It has to be true, I read it in the paper.***

### ***Applications***

## The Power of Words That Work



1. Do you have the **GIFT**?
2. If you don't.....**Anticipate** and **Prepare**
3. Do a little "R & D"

### ***Applications***

## The Power of Information and Knowledge



1. Inquiring minds want to know
2. Questions have always been the answer!

### ***Applications***

## Power Sources

- Competition
- Risk Taking
- Commitment
- Expertise
- Investment
- Reward and Punishment
- Identification
- Morality
- Precedent
- Persistence
- Effort
- Resources
- Time



# Negotiating Resources

*Building on What We've Started*



## **Keep Negotiating**

by John Hamilton

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#### **You Can Negotiate Anything**

by Herb Cohen

#### **Smart Negotiating**

by James C. Freund

#### **Negotiate Like The Pros**

by John Patrick Dolan

#### **The Negotiating Game**

Chester Karrass

#### **Secrets of Power Negotiating**

Roger Dawson

## **Negotiating Top 5 Rules**

### **1. You never get anything you don't ask for.**

*But how you ask can make all the difference.*

### **2. If you don't sell value first, you will always be defending the price.**

*It's all about packaging and presentation.*

### **3. If you give it away, it has no value.**

*Always ask for something in return. The "Trade Off"*

### **4. Never (immediately) accept the first offer.**

*Doing so will deny the other party from getting a good deal.*

### **5. See and understand the perspective of others.**

*Begin by asking, "What would prompt my opponent to accept my proposal?"*

*It's what you learn after you know it all, that counts.*

*Harry Truman*