

# *SPECIAL ACTION REPORT*



Negotiating Your Way To Success

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In successful negotiations there is no such thing as winners and losers. Successful negotiations have all parties to the deal believing themselves to be winners. That's a VERY IMPORTANT point to remember!

If one party perceives themselves as getting the short end of the stick, you can bet your bottom dollar resentment will soon begin to fester – and that's likely to cause problems in the longer term.

## Best Deal With The Win-Win Model

Here are the steps you should take to get the best deal for everyone.

### STEP I

Before starting any negotiation you should make sure you:

- A. Are serious about helping the other party to "WIN".
- B. Understand what the other party wants from the negotiation.
- C. Identify the needs and issues of the other parties.  
(This is where your research comes in. Uncover what the other party wants from the negotiation. It may take some digging to find what their REAL needs and issues are)
- D. Are organised and have done your research thoroughly
- E. Know how you can help the other party get what they want.

### STEP II

Now, take a look at YOUR OBJECTIVES and establish a RANGE OF NEGOTIATING POINTS. Planning ahead and being prepared goes a long way towards obtaining the best outcomes.

- What will be your starting point in the negotiations?
- What would you like from the negotiations and what is the best possible outcome?
- What is the lowest/least offer that you will/can accept?

Decide at what point you are willing to accept the offer ... and at what point you are willing to walk away from negotiations.

Write these down and take these notes with you into the negotiation. When emotions begin to rise, refer to these guidelines - the negotiating positions you established when you had a cooler head and a clearer mind.

### STEP III

Put yourself in the shoes of the other party in order to gain an understanding of their objectives.

- What is likely to be their starting point in the negotiation?
- What do they want from the negotiation?
- What is likely to be their walking away point?
- How would they like the negotiation process to progress?

Make sure you have all points of the negotiation process covered ... from YOUR VIEWPOINT and the VIEWPOINT OF THE OTHER PARTY . When you need to, make adjustments to your plan so that the outcome is a win for all.

### Patience ... And Nine Other Important Negotiating Skills

Patience is essential in negotiations. But there are also a number of other skills you will need to be an effective negotiator.

#### 1. *Actively Listen*

It's not just a matter of listening to the words. You need to use appropriate body language ... paraphrase what the other party has said ... and ask questions to clarify your understanding of the issues.

#### 2. *Share Information*

Answer all questions honestly ... but be careful not to lay all your cards on the table at once. Follow through with any pledges you make, and remain committed to the process.

#### 3. *Communicate Effectively*

Everybody needs to be given the opportunities to talk and voice their opinions. Listen while other people are talking. DON'T INTERRUPT ... and DON'T SHOUT.

When people communicate effectively, tension between them decreases and it will dramatically improve the chance of successfully reaching an agreement.

#### 4. *Remain Flexible*

Be prepared to make adjustments to what you WANT or are prepared to ACCEPT from the negotiation.

Consider any suggestions or possible solutions ... no matter how improbable it may seem. Although you may not have come up with it, it could be just the solution that clinches the deal for all parties.

#### 5. *Be Creative*

Take risks and consider a range of options. Think outside the box for possible solutions. Draw on other people's ideas and experience. Consider even the wildest ideas. That one from left field could be just the thing that's acceptable for all parties.

## 6. Focus on the Issues, Stay Calm and Emotionally Detached

It's all too easy to become emotional during negotiations ... but it's that emotional meltdown that could ruin the whole process. Channel your emotional and nervous energy, and adrenaline into productive energy.

If you feel emotions are beginning to take over, take deep breaths and refer to your written guidelines to help you focus. The other party, at some point, will also likely to be dealing with their own emotions, so give them space.

Above all, have COURAGE and CONFIDENCE ... and always remain POLITE and PROFESSIONAL.

## 7. Ask Probing Questions

Don't just accept what the other party says at face value. Get to the root of the matter by asking them probing questions.

Ask questions that can't be answered with a simple "yes" or "no". You want the other party to open up and expand on their explanations.

For example,

- What would you like the outcome to be from this process?
- Why do you need this outcome?

## 8. Use Appropriate Language

DON'T use JARGON or EMOTIVE LANGUAGE ... or language that is designed to intimidate, is a put down or is rude.

## 9. Use "if" and "then"

Use "if" and "then" to help formulate and communicate joint solutions.

For example, *"What I am saying is that if you agree to extend your terms of credit to 60 days, then I will be able to make regular payments of \$250 to reduce our outstanding balance."*

Use of "if" and "then" helps formulate and communicate joint solutions ... and helps clarify outcomes for both parties.

In the end, though, you need to be REALISTIC and RECOGNISE that sometimes negotiations may not produce outcomes both parties wanted. They may take too long ... and they may not be at all productive.

But remember this: *You will improve your success rate if you prepare for the negotiations beforehand - and work on developing your negotiating skills!*