



# Developing Negotiation Skills (Creating Win-Win Negotiations)

We have all heard of the old saying, you don't ask, you don't get. But, the reality is that you've got to do more than just ask!

Getting what you want out of the negotiation is an art that needs to be mastered. True negotiation results in both parties creating a win-win situation – both parties get what they want. Before we get into the techniques, if you don't already know this, you're negotiating all the time. With your spouse, children, boss, co-workers... you're negotiating at some level.

Remember, anything you currently want is owned or controlled by someone else, the only way to get what you want is to give them what they want.

### **3 Fundamental Rules of Creating Win-Win**

1. If you narrow down to one issue in negotiation, then somebody has to win and somebody has to lose. But, there's usually more than one issue.
2. Understanding that People don't want the same thing. People see things from a different perspective. Don't fall into the trap that price is the only issue.
3. Negotiation is not the same as price cutting. In fact, if you try to sell at full price needs to be a better negotiator. You don't need

### **3 Stages of Negotiation**

1. Establish criteria. Find out exactly what they expect you to do. Find out what they want. Tell them what we are prepared to do. This establishes how far each party is.
2. Get information about the other side. Don't assume.
3. Reach for compromise that's acceptable to both sides

## 5 Things That Make You Better Negotiator

1. Negotiating is always a 2 way affair. Understand; both sides have pressures. Good negotiator mentally compensates for the tendency that we have a weaker position.
2. Desire to acquire the skills of negotiating. Understand, everyone negotiates, understand how effective they can be.
3. The understanding of how these principals work and the maneuvers
4. You don't have to wait before you use these skills, learn to practice in everyday life.
5. Desire to create win-win solutions.

The course structure is a **hands-on workshop** that provides participants to revisit the concepts of Negotiation Skills and help them identify within individuals. At the end of the course, the participants would take a **set of practical tools & techniques** that they can apply in their daily operations with improved results

## The Course will cover topics related to the following skills

- 1 Fundamentals – the historical beginning and the future demand for negotiators
- 2 Negotiation Types – categorizing
- 3 Negotiation Process – exploring the negotiation lifecycle
- 4 Concepts – BATNA, Reservation Price, ZOPA, Value Creation
- 5 Pitfalls – the don'ts of negotiation
- 6 Negotiation Tactics –
  - a) Nibbling
  - b) Hot Potato
  - c) Higher Authority
  - d) Set Aside
  - e) Third Party Close / Arbitrator
  - f) Never Say to First Offer
  - g) Diminished Value
  - h) Flinching, Vise
  - i) Trade Off
  - j) Art of Printed Words
  - k) Withdrawn Concession
  - l) Small Range Progression
  - m) Cost Presentation
  - n) Decoy
  - o) Puppy Dog Close
  - p) Price Never First
  - q) Ask for More
  - r) Time Constraint
- 7 Gathering Information, Being Good Listener and Asking Questions
  - a) Don't Be Afraid to Admit That You Don't Know
  - b) Don't Be Afraid to Ask the Question
  - c) Ask Open-Ended Questions
  - d) Where You Ask the Question Makes a Big Difference
  - e) Ask Other People—Not With Whom You'll Negotiate
  - f) Ask Questions for Reasons, Not Gathering Information
- 8 Culture – the unseen and the unknown factor
- 9 Handling Impasses, Stalemates and Deadlocks
- 10 Barriers to Agreement
- 11 Closing – putting the agreement in black & white
- 12 Skills Set – the skills required by a negotiator