



Winning Negotiation Strategies

Presenting Your Best Self

Women's Board - Car Care Council
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What is Negotiation?

Businessdictionary.com provides this definition:

- Bargaining (*give and take*) process between two or more parties (*each with its own aims, needs, and viewpoints*) seeking to discover *common ground* and reach an *agreement to settle a matter of mutual concern* or *resolve a conflict*
- Other ways to view Negotiation
 - Problem solving
 - Getting a good deal

What Stops Us from Negotiating?

- Fear of Conflict
- Fear of Losing or Rejection
- “Head Trash” about Who Negotiates
 - It is not polite to ask for what you want
 - You may be perceived as slick or aggressive
 - Afraid you will be perceived as “not nice”
 - Women are taught to be passive and accepting, to support other people



Negotiation Gone Wrong

Urban legend has it that famous blues singer, songwriter, and musician, Robert Johnson (1911- 1938), made a deal with the devil in exchange for his extraordinary talents.



Would you negotiate with this woman?

And how would you get out of that mess if you did?
Here's the Crossroads Demon that Johnson allegedly
"negotiated" with for his deal.



In real life, we don't have Dean & Sam to help.

So, here's what we can do to set up winning negotiations that everyone can live with!

Seven Keys to Negotiating Success

1. Understand the interests of all parties
2. Know your desired outcome
3. Prioritize your goals
4. Seek common ground
5. Use “Anchoring” and “Book-ending”
6. Remove emotional hot buttons
7. Know your walk-away point

1. Understand the Interests of All Parties

- Prepare by gaining insight into what matters for everyone
- Do your research
- Think through ramifications of possible outcomes
- Be strategic; add up costs of not negotiating
- Think “Win/Win”, not “Win/Lose”
- What’s in it for them?
- Act in good faith and with integrity

2. Know Your Desired Outcome

- Understand the best possible outcome
- Don't accept the first offer
- Don't expect to get everything you want
- Think long-term (*add up possible lost wages over your lifetime if you start lower than your worth*)
- Be creative about ways to get there

3. Prioritize Your Goals

- Separate “Must Haves” from “Nice to Have”
- Know what you can give up
- Understand the costs of what you want
- Have more than one option in mind

4. Seek Common Ground

- Active listening; reflect back what you hear to be sure you understand
- Look for mutual benefit
- Do share your priorities
- No “scorched earth”!
- Turn up your Emotional Intelligence

5. Use Anchoring & Book-Ending

- Set the framework close to your desired outcome by using “Anchoring”
- If the other party is reluctant to name a number, here are some options . . .
 - Let’s pretend . . .
 - Anchoring or book-ending can open the doors
 - Reversing techniques

6. Remove Emotional Hot Buttons

- Keep adversarial language out of the conversation
- Don't take things personally
- Keep it business-like and professional
- Avoid “hot button” language

7. Know Your Walk-Away Point

- Remember, it takes guts and humor
- Without being adversarial, know your bottom-line, and be prepared to walk away (politely)
- Don't give away the farm
- Know when to be silent

A Word on Counter-Offers

- What is a Counter-Offer?
 - An offer to remain with your current employer, meant to “counter” an offer for a new opportunity
- What the Wall Street Journal has to say
- A Hard Lesson Learned
- Avoid the “Career Crater” that often comes after accepting the counter offer

Traits of a Great Negotiator

- Empathy
- Integrity
- Fairness
- Flexibility
- Creativity
- Courage
- Resilience
- Confidence
- Patience
- Urgency
- Wisdom
- Assertiveness

Resources & Tools

- Books
 - Getting to Yes – Negotiating Agreement without Giving In, Roger Fisher & William L. Ury
 - Secrets of Power Negotiating, Roger Dawson
 - Women Don't Ask – The High Cost of Avoiding Negotiation, Linda Babcock & Sara Laschever
 - The Partnership Way, Riane Eisler & David Loye
- TED Talks & Videos
 - William L. Ury: The Walk from “No” to “Yes”
 - Ted Leonhardt Talks About Negotiating for Higher Pay
 - Margaret Neale: Negotiation: Getting What You Want