



inspiring natural potential...

RESULTS & RELATIONSHIPS: NEGOTIATING FOR A BETTER DEAL

The
GWiz
Learning Partnership

PREPARATION ESSENTIALS

- Do you want/need to negotiate? Is the relationship important?

- Back Up Plan (B.U.P.) – What happens if you can't reach a deal?
What alternative do you have?

- The Results WEB:
 - W – Worst deal you would accept/Walk-away position?

 - E – Expectation?

 - B – Best deal for you?

- Questions: What do you want to ask them?
What questions might they ask you and how will you answer?

- Tradeables? (Cheap for you, Valuable to them)

YOU CANNOT NEGOTIATE WHEN...

- You or they cannot/will not move
- You or they have nothing to trade/bargain or offer each other
- There is no negotiating/bargaining area
- There is no immediate/obvious common ground
- There has been a conflict/fall out/bad feeling

To get a result here you will need to use influencing and/or conflict resolution skills.

ABOUT WIN/WIN

- ❑ Win/Win is a matter of perception – it is an area, not a single result.
- ❑ Win/win creates the feeling and spirit of partnership
- ❑ Achieving true Win/Win requires:
 - Preparation: know your needs/tradeables and theirs.
 - Tradeables – to take the negotiation wider
 - Time to explore new options and solutions
 - A step by step discover/reveal/discover/reveal etc.
 - Movement from both sides
 - Trust – from communication, rapport building and friendly manner
 - Having a win/win or no deal philosophy
 - An environment and desire to be creative

IDEAS FOR DEALING WITH SOMEONE WHO WANTS TO WIN/LOSE AT YOUR EXPENSE

- **Ground-ruling (1)** before negotiating: eg win/win or no deal
- **Ground-ruling (2)** during the negotiation: eg. *"If you could get what you want here and we could get what we want as well, would you be prepared to look at ways of making that happen?"* If they agree, move to: "Okay, so let's look at what you want and then at what we want" – then write down the needs/wants. Then problem solve.
- **Back Up Plan (B.U.P.)** – do you have the power to walk away?
- No **movement?** Remember that if they are not prepared to move, you are not in a negotiation.
- Ultimately, consider if you really want a long term **partnership** with a win/loser.

5 GOLDEN RULES

- Never simply accept their first offer (If you do, they may feel cheated!)
- Avoid giving anything away without getting something in return.
- Summarise regularly.
- Take your time – avoid rushing.
- Take it wide – bring in tradeables.

DESTRUCTIVE BEHAVIOURS TO AVOID!

Some behaviours will work against the flow and trust in a negotiation:

- Irritating phrases like:
 - “No offence but...”
 - “As you already know...”
 - “To be honest with you...”
 - “With all due respect...”
- “Kicking the tyres”
- Arguing
- Saying “No” without anything else
- Obvious leading questions and sales closes
- Weakening your own case:
 - Turning a statement/offer into a question
 - Asking a question and then answering it yourself
 - Belittling your self/own side eg. this may be a stupid idea but...
 - Rambling – implies lack of confidence/experience/certainty