

Negotiation Boot Camp®



Ed Brodow





The Negotiation Dance





- He asked: 2400 baht (\$80) for one hour

- He asked: 2400 baht (\$80) for one hour

- I offered: 600 baht (\$20)

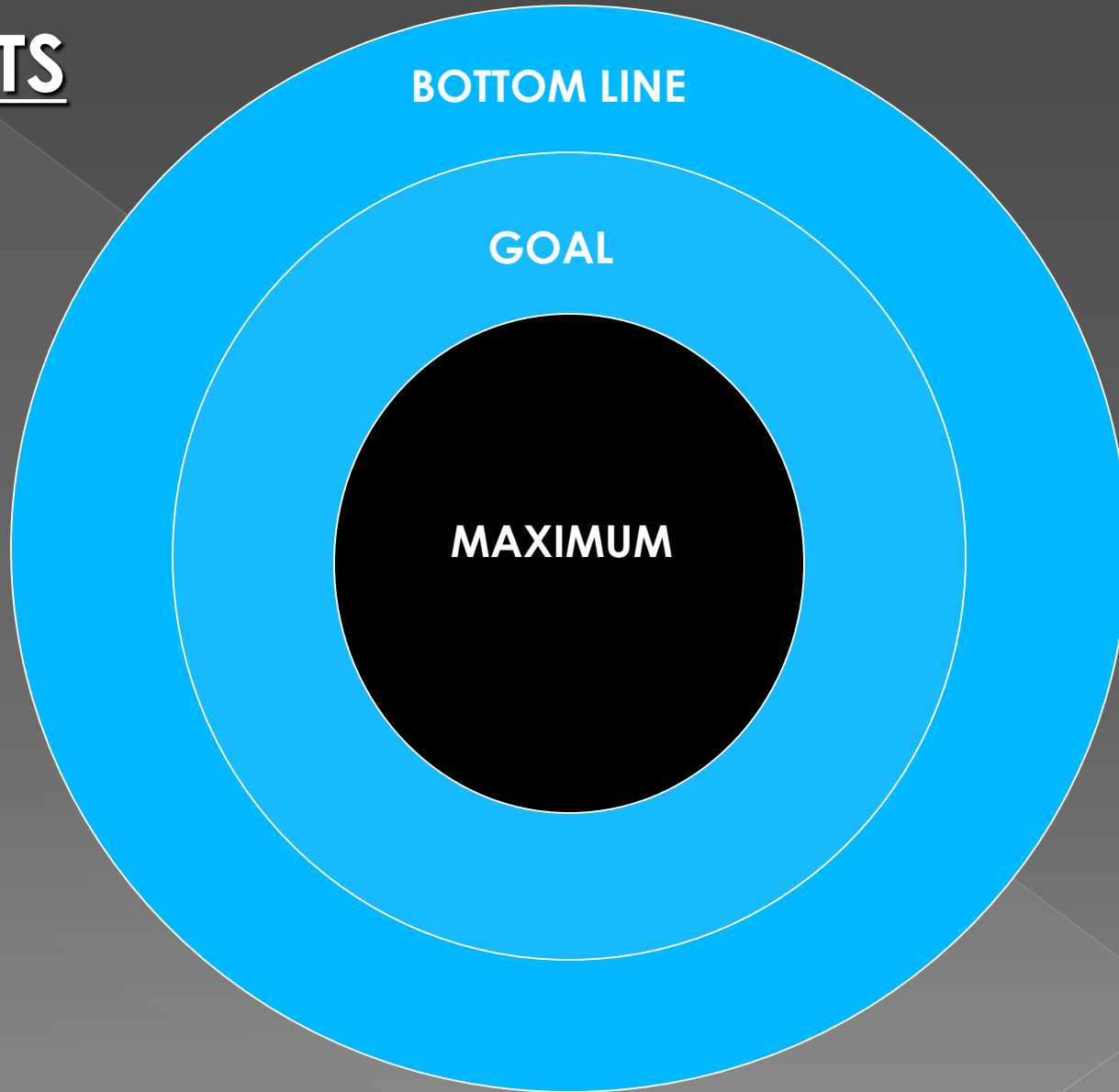
- ⦿ He asked: 2400 baht (\$80) for one hour
- ⦿ I offered: 600 baht (\$20)
- ⦿ He walked away

- ⦿ He asked: 2400 baht (\$80) for one hour
- ⦿ I offered: 600 baht (\$20)
- ⦿ The deal: 1100 baht (\$35) for two hours



**Negotiation is the process of
overcoming obstacles in order to
reach agreement.**

TARGETS



Maximum

The best you could possibly do.



Goal

What you' ll be satisfied with.

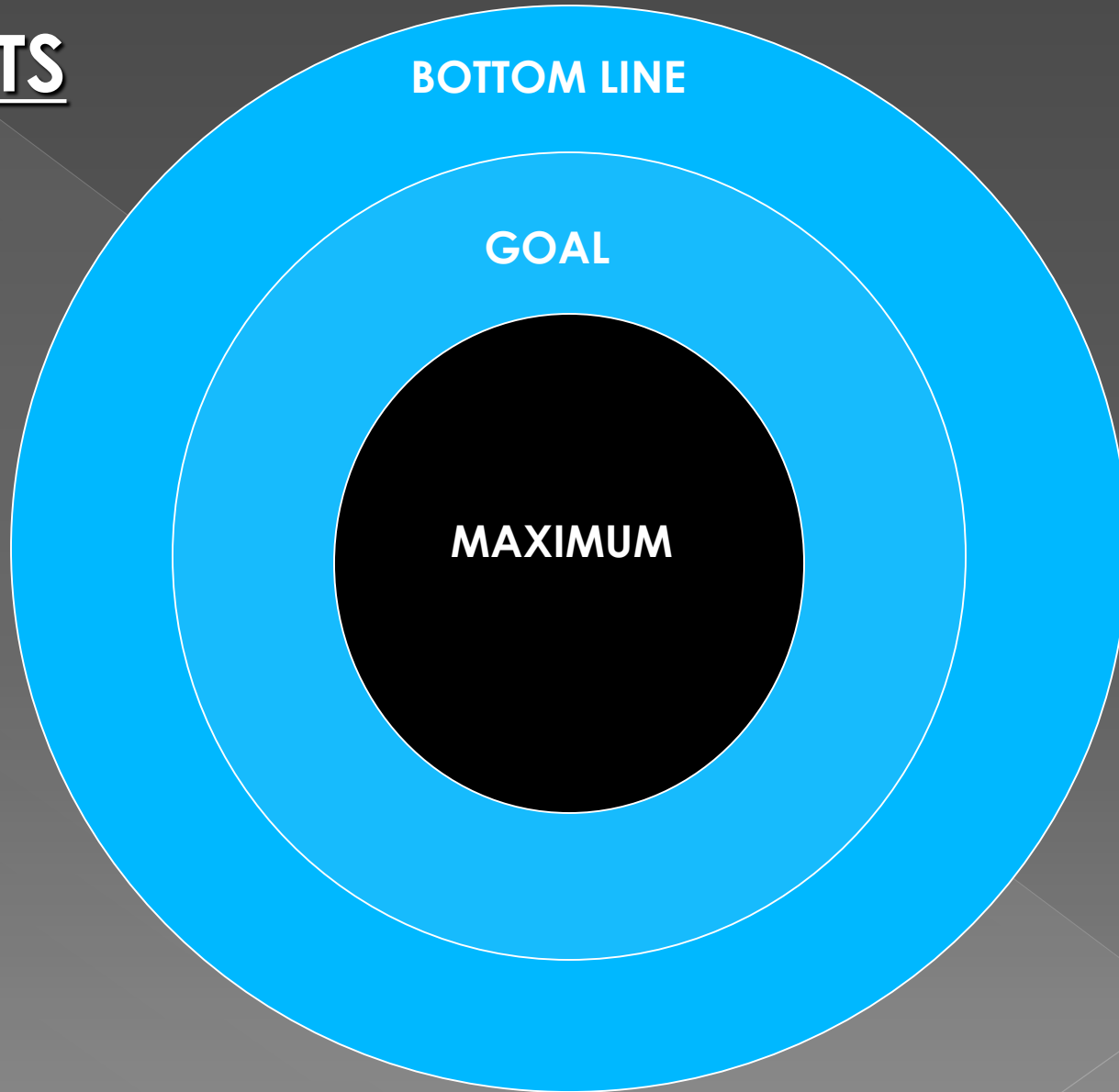


Bottom Line

The worst outcome you
will accept without
walking away.



TARGETS



Aim High



Negotiation Consciousness

Negotiation Consciousness

- **Be assertive**

Negotiation Consciousness

- ◉ **Be assertive**
- ◉ **Challenge everything**

Negotiation Consciousness

- ◎ Be assertive
- ◎ Challenge everything

Example: change order

Negotiation Consciousness

- ◉ Be assertive
- ◉ Challenge everything
- ◉ Always be willing to walk away

Walking Out



Walking Out

- Always be willing to walk away

Walking Out

- ◉ Always be willing to walk away
- ◉ Don't be desperate for closure

Walking Out

- ◉ Always be willing to walk away
- ◉ Don't be desperate for closure
- ◉ Never negotiate without alternatives

Learn how to Listen



Ed's Two-Step Listening Course



Ed's Two-Step Listening Course

Step 1: 70/30 Rule



Ed's Two-Step Listening Course

Step 2: Ask Open-Ended Questions

In Between Negotiations

In Between Negotiations

- ◉ Continue to ask open-ended questions

In Between Negotiations

- ◉ Continue to ask open-ended questions
- ◉ The best time to gather information

In Between Negotiations

- ◉ Continue to ask open-ended questions
- ◉ The best time to gather information
- ◉ Build relationships



Understand Their Point-of-View

The most

IMPORTANT

question...

"What's the

PRESSURE

*on the **OTHER** side*

*in this negotiation **?"***

Who has more time pressure?



Using Time

Whoever is more flexible about time
has the advantage

Using Time

Whoever is more flexible about time
has the advantage

Plan for it: Build in extra time

Using Time

Whoever is more flexible about time
has the advantage

Staying on the same page

Saying NO

Saying NO

- Give good reasons

Saying NO

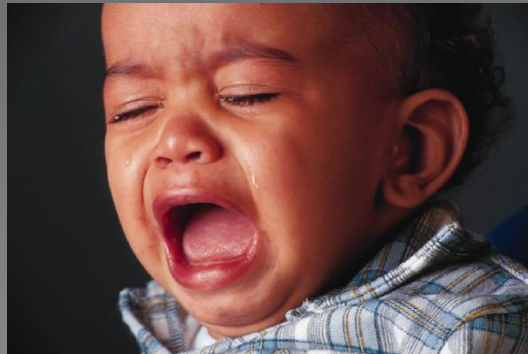
- Give good reasons
- Legitimacy

Saying NO

- Give good reasons
- Legitimacy
- The Sob Story

The Sob Story

We'd love to agree to an increase, but business is down this year. Sob ... sob ...



Saying NO

- Give good reasons
- Legitimacy
- The Sob Story
- Convince them you are committed to your position

Making Concessions

Making Concessions

- ◉ Extreme position



Making Concessions

- ◉ Extreme position
- ◉ Small concessions



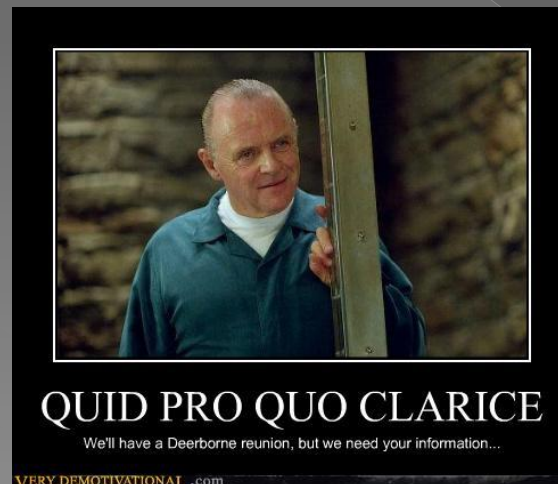
Making Concessions

- ◉ Extreme position
- ◉ Small concessions
- ◉ Don't accept the first offer



Making Concessions

- ◉ Extreme position
- ◉ Small concessions
- ◉ Don't accept the first offer
- ◉ Something in return



Making Concessions

- ◉ Extreme position
- ◉ Small concessions
- ◉ Don't accept the first offer
- ◉ Something in return
- ◉ Minor concessions



Making Concessions

- ◉ Extreme position
- ◉ Small concessions
- ◉ Don't accept the first offer
- ◉ Something in return
- ◉ Minor concessions
- ◉ Make them work for concessions



Win-Win

1. Treat them like a partner

Behave Like a Partner

- Overcome Your Emotions

Behave Like a Partner

- ◎ Overcome Your Emotions
- ◎ Try to Understand Them



Win-Win

2. Develop trust by listening

Create Trust - Listen

- Show that You Care

Create Trust - Listen

- ◉ Show that You Care
- ◉ Acknowledge Their Position

Create Trust - Listen

- ◉ Show that You Care
- ◉ Acknowledge Their Position
- ◉ Woo Them

Win-Win

3. Collaborate to solve the problem

Explore Options

- Brainstorm

Explore Options

- ◉ Brainstorm
- ◉ Offer Alternatives

Explore Options

- ◉ Brainstorm
- ◉ Offer Alternatives
- ◉ Break Agreement into Parts

Explore Options

- ◉ Brainstorm
- ◉ Offer Alternatives
- ◉ Break Agreement into Parts
- ◉ Expand the Pie

Questions

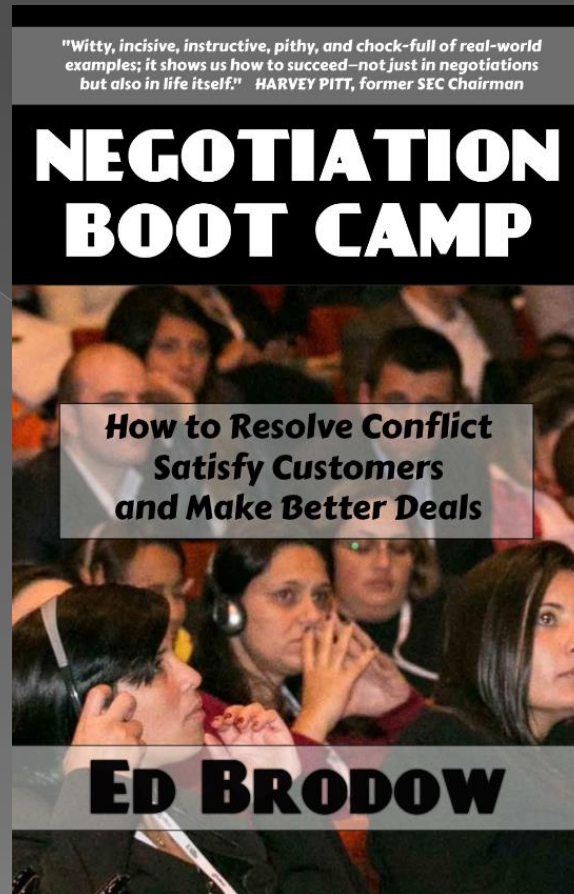


Resources



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No talking to me!!!



'Til I've had my coffee

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