Negotiation Boot Camp®

Ed Brodow

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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.
Maximum

The best you could possibly do.
Goal

What you’ll be satisfied with.
The worst outcome you will accept without walking away.
TARGETS

BOTTOM LINE

GOAL

MAXIMUM
Aim High
Negotiation Consciousness

- Be assertive
Negotiation Consciousness

- Be assertive
- Challenge everything
Negotiation Consciousness

- Be assertive
- Challenge everything

Example: change order
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

Is he listening?

Blah blah blah
ZZZZZZ
ZZZZZ
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
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
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
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
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

QUESTIONS
ANSWERED
HERE
EVEN THE
SILLY ONES
Resources
Read this!

"Witty, incisive, instructive, pithy, and chock-full of real-world examples. It shows us how to approach—and just to negotiations but also in life itself." - Harvey Pitt, Former SEC Chairman

NEGOTIATION BOOT CAMP

How to Resolve Conflict Satisfy Customers and Make Better Deals

Ed Brodow

Available online at Amazon.com
Read “Ten Tips” Article at www.brodow.com
No talking to me!!!
'Til I've had my coffee