

5
TIPS



How to negotiate

Five easy ways you can adapt your behavior to get the best results.

Are you about to negotiate? Many of us do it without thinking in all sorts of situations, but here are 5 killer tips to aid your success whether it's a big contract or a much smaller request.

1

Get the full menu: A frequent error made in negotiation is to start giving concessions having not understood all of the variables. Job number one is to find out all the possible things that will be covered in the negotiation. It would be pointless to agree a delivery date without first knowing the scope, so understand all the variables up front and don't be caught out later. Do a last check and ask them to confirm the variables at the beginning of the meeting.

2

Develop a compromise: It's a myth that good negotiators never compromise, instead learn to develop a series of compromises that you will be able to trade throughout the negotiation. The key is to fully understand the value of each compromise you have prepared, both in terms of value to you and to the other party. Remember that something you are happy to give away could be of significant value to them - these are the best types of things to compromise. Make sure you always trade your compromises; "If we change this, then will you agree to this new thing?" Never just give them away.

Continued...



3

Find out your opponents hot buttons: Find out what makes the other party tick. What's their pressing need? Cash-flow, Profit, Turnover? What's their remuneration based upon? What would be a successful outcome for them? Explore all the options before the negotiation so that you can be well prepared.

4

Use silence to shout loud: This is one of the oldest negotiation tricks in the book, but also the one that is very often forgotten in the heat of the moment. Raise your game by becoming comfortable with silence in negotiation. For example don't be tempted to answer questions for the other person. Pose it, and shut up! No one naturally feels comfortable with a silent void so learn to use it as a tool to your advantage. Keep the pressure on by waiting without a word, let them feel the need to fill the silence and make the next move.

5

Grab hold of any offers: Do not allow gifts to slip between your fingers! During the negotiation the other party will often make a number of offers. Terms, price, conditions, value, goods. Plus plus plus... Never pass them by, always politely accept any concession offered and then ask for more. It's a really simple negotiation technique that will gradually erode their position. It will sound like this "Well thank you very much for that, but I still need to explore this further".



In our politically correct world negotiation techniques like these may appear a bit Dickensian, but the truth is all trained negotiators use these and many more. If you're up against a pro, don't be surprised if they make you feel uncomfortable, it's all part of the game. You may find yourself having been seated in the direct sunlight, having not been offered a cup of coffee, pushed up against your time limit - all to ensure you are the one pressurised into a decision or offer. Stay calm, do lots of planning and go get your result.