

It's a Jungle Out There!

What do we mean by “*Guerrilla*” Negotiating?

Unconventional weapons and tactics

_____ and _____ to create a fair advantage.

What's Different?

_____ instead of Guesswork

Different definition of _____

Agree to agree

Break out of a POV of scarcity

Why Negotiate?

You negotiate all the time

Most things are negotiable

Just because they're nice people doesn't mean they have your best interests at heart.

Why Most People Don't

It's not part of our _____

We haven't been taught how

We don't feel _____

We operate out of fear

We don't want to appear _____

You Can and Should

After all, they want what you've got

You have just as much power

It's not difficult or complicated

You'll feel better about yourself, AND your counterpart.

Get Your Ego Out of the Way

It's not a contest

“Some people would rather be right than be happy.”

Compromise isn't the same as losing

The goal is to forge an agreement that both parties can keep.

You Shouldn't Negotiate

When You'd Lose the Farm

When You're Sold Out

When the Demands Are Unethical

When You Don't Care

When You Don't Have Time

When they act in bad faith

When waiting would improve your position

When you're not prepared

When it would be better to beg forgiveness.

Consider the Alternatives

What's your Best Options Other than Negotiating?

Never enter a negotiation that you're not willing to walk away from.

Prepare Thoroughly

Do Your Homework

Evaluate the Other Parties Options

Establish Boundaries

Negotiate the *agreement* (rate, terms, and compensation) and the *process*.

Set Priorities

Must Gets:

Intend to Gets:

Nice to Gets:

Settlement Range

Develop Strong Rationales

Need . . .

Because . . .

Only. . .

Authority

Precedent

Customers Will Pay More:

Control the Agenda

Negotiate the *agreement* (rate, terms, and compensation) and the *process*.

Set Negotiating Expectations and Aspirations

Higher expectations yield higher outcomes.

Ask for *more* than you really want, more than you even expect.

Manage Damaging Information

Manage Expectations

Set appropriate boundaries

Be clear about what you can do and what you won't do

Recognize and respond to any gambit that puts you at a disadvantage.

How to Counter Dirty Tricks

Throw a Fit

Split the Difference

Itemizing

The Crunch

The Stall.

The Limbo

The First-Timer

False Quote

Quota Time

Self-serving Bias

Require Reciprocal Concessions

Never concede _____ without asking for _____, *anything*,
in return

Reserve the right to withdraw a concession

Or reserve an unspecified concession in the future.

Just Ask!

The Aladdin Factor

Ask for More

Ask for Less

Ask the Right Person

Ask Someone Else

Ask Three Times

Keep Asking Until They Say “No”

Ask for the Right Things:

Time

Training

Help

Financing

Information

Documentation

People

Warranty

Material

Cleaning

Space

Repairs

Equipment

Recycling

Support

Disposal

Styles of Negotiating

Whatever...

Have-it-your-way

It may also be a _____

May be appropriate when you have little or no _____ in the outcome

Ask for _____ than what you really want.

Whatever...

Use this approach with _____ and _____ customers

“What I _____ do is. . .”

Whatever’s Fair

What constitutes “_____?”

Who decides?

Use when building consensus among members of a group who may have conflicting interests or agendas.

Nice Guy

They try to become your “_____”

Often a counterpart to the _____

Maintain your perspective and focus on the outcome

Use in an adversarial relationship with history of antagonism.

Whiner

Appeals to your _____

Ask yourself, “Who’s problem is this?
Is this problem germane to the settlement?”

Use this approach when confronted with frivolous or absurd requests.

Stonewall

Withdrawn and sullen, refuses to talk

Let them be quiet, but fill the dead air-time with _____.

Use this approach when they demand detailed explanations of every point.

Guilt Trip

Will set you up to be _____

Remain objective

Use this approach when your counterpart has _____ you in some way

_____ is the most effective way to induce guilt.

The Nibbler

“Just one more thing?”

Just say “_____,”

Use this approach when near the bottom of your settlement range.

Rule Book

They focus on the _____ and _____

Distracts you from the actual outcome

Mentally separate form from substance

Use this approach when you suspect that you are being hustled, rushed, or pressured into a decision.

Hardball

Stubborn, uncompromising, belligerent

Look for ways to satisfy their _____, without giving in

Use this approach when you feel very strongly about the issues.

Infantile

Schedule another meeting after _____