



Negotiation Teleconference

*Presented by
Peter B. Stark & Jane Flaherty*

“Let us never negotiate out of fear, but never fear to negotiate”

- John F. Kennedy

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Introduction

Definition of negotiation:

Peter B. Stark and Jane Flaherty define negotiation in terms of changing relationships. Whenever people exchange ideas with the intention of changing relationships, whenever they confer for agreement, they are negotiating.

Five basic outcomes of any negotiation:

1. Win-Lose
2. Lose-Win
3. Lose-Lose
4. Win-Win
5. No Outcome

Three critical factors to create a win/win atmosphere:

1. Do not narrow down the negotiation to one issue
2. Recognize your counterpart has different needs
3. Do not assume you know your counterpart's needs

Three critical factors involved in every negotiation:

1. The behavioral skills of the negotiator
2. The situation itself
3. The strategies and tactics you use

Four Most Important Behavioral Skills Of Great Negotiators

1. **Have high aspirations**
2. **Realize all power is relative**
3. **Have good research and planning skills**
4. **Use sound strategies and tactics**

Key characteristics of a great goal:

1. A compelling vision of the outcome
2. A plan detailing actions required to accomplish the goal
3. The goal must be measurable
4. The goal must be attainable
5. The goal must be time bound

Questioning Skills

Two types of questions:

Restrictive:

Expansive:

Keys to Successful Questioning

1. Have a questioning plan
2. Move from expansive to restrictive questions
3. Listen to the full response
4. Take notes
5. Unbundle issue for later discussion
6. Paraphrase to ensure understanding

NOTES:

Three Critical Negotiation Elements

1. ***Power and authority:***

Four components of authority:

- A. Competence
- B. Position
- C. Personality
- D. Character

2. ***Information:***

Rule #1: The side with the most and the best information usually achieves the best outcome.

Rule #2: There is always more information available than you think there is.

3. ***Time:***

Rule #1: Eighty percent of all negotiations are resolved in the last 20 percent of available time.

Rule #2: You can almost always change the time.

Sharks, Carps, and Dolphins ...Your Negotiating Counterparts

1. **The Carp**

2. **The Shark**

3. **The Dolphin**

Key Characteristics of Dolphins:

1. *Dolphins see the world as infinite.*
2. *Dolphins cooperate as long as the counterpart is cooperative.*
3. *Dolphins retaliate quickly when they encounter a mean move.*
4. *When one strategy does not work, dolphins try another.*

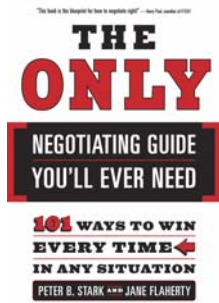
Stark's 10 Tactics for Success

1. *The Salami:*
2. *The Good Guy/Bad Guy:*
3. *YIKES! You've Got to be Kidding!:*
4. *Sweetening the Deal:*
5. *Concede Small:*
6. *The Higher Authority:*
7. *The Power of Competition:*
8. *Never Saying "Yes" to the First Offer.*
9. *Appealing to Mother Theresa:*
10. *Would You Like the "Meal Deal?":*

10 TIPS FOR A SUCCESSFUL NEGOTIATION

1. **Remember, everything is negotiable.** Don't narrow the negotiation to just one issue. Develop as many issues or negotiable deal points as you can and then juggle in additional deal points if you and the counterpart lock onto one issue.
2. **Crystallize your vision of the outcome.** The counterpart who can visualize the end result will most likely be the one who guides the negotiation.
3. **Advance preparation is crucial.** Obtain as much information as possible. Understand the value of what you are negotiating. Remember, very few negotiations begin when the counterparts arrive at the table.
4. **Ask questions.** Clarify information you do not understand. Determine both the implicit and explicit needs of your counterpart.
5. **Listen.** When you do a good job listening, not only do you gain new ideas for creating win-win outcomes, you also make your counterpart feel cared for and valued.
6. **Set a goal for each deal point.** Define your minimum level of acceptance for each goal. If you aren't clear on your goals, you will end up reacting to the propositions of your counterpart.
7. **Aim your aspirations high.** Your aspirations will likely be the single most important factor in determining the outcome of the negotiation. You can aim high just as easily as you can aim low. Why not aim high?
8. **Develop options and strategies.** Successful people are those who have the greatest number of viable alternatives. Similarly, successful negotiators are those who have the largest number of strategies they can use to turn their options into reality.
9. **Think like a dolphin.** The dolphin is the only mammal who can swim in a sea of sharks or in a sea of carps. Dolphins are able to adapt their strategies and behaviors to their counterparts. Remember, even when negotiating with a shark, you have an option—walk away!
10. **Be honest and be fair.** In life, what goes around comes around. The goal in creating win-win outcomes is to have both counterparts not just feel that their needs and goals were met, but also that they are willing to come back to the table and negotiate again. When counterparts trust each other, it reduces the time required to create win-win outcomes.

Additional Negotiation Products Available



Announcing Peter B. Stark and Jane Flaherty's new bestselling book, *The Only Negotiating Guide You'll Ever Need!* Go to Barnes & Noble's website (www.bn.com) to purchase your copy today!
Only \$12.60!

You will learn:

- 101 tactics used by master negotiators, as well as how to counter these tactics when they are used against you
- How to listen and use questioning skills to uncover your counterpart's needs
- How nonverbal behaviors serve as indicators of how the negotiation is progressing

Also available:

Order your copy of this Negotiation Teleconference on CD today! Play it to:

- Brush up on your negotiation skills before that next big meeting or proposal
- Teach your staff how to negotiate better deals to help save you money
- Review the key points before you negotiate your next raise
- Identify your strengths and weaknesses after using some of the techniques you learned

To order your copy of this teleconference on CD, please go to www.everyonenegotiates.com and click on Resources.

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