

# Black Belt Negotiation

Get the deal you want **and**  
build better relationships!

Integration and engagement  
in complex relationships



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## Who has the power?

*Self-confidence is everything! Rakita*



Photo by Annabel Vere

# The brain is a social organ

What's their passion?



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# What goes wrong?

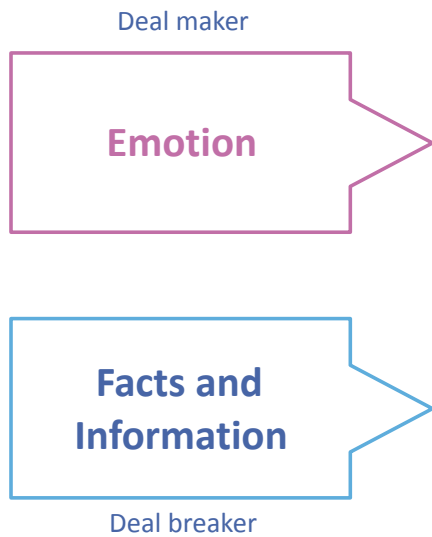


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Poll question



# Emotion or Logic?



Performance



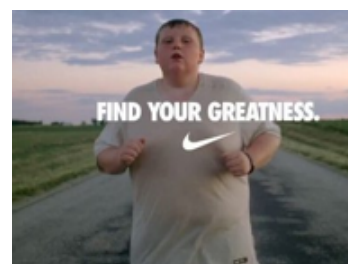
Decisions

Poll question

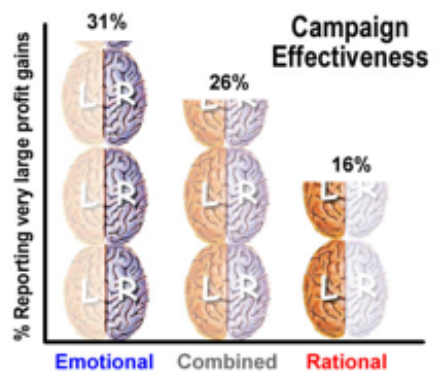


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# How far do emotions influence decisions?



Institute of Practitioners in Advertising



**JOY IS BMW.**



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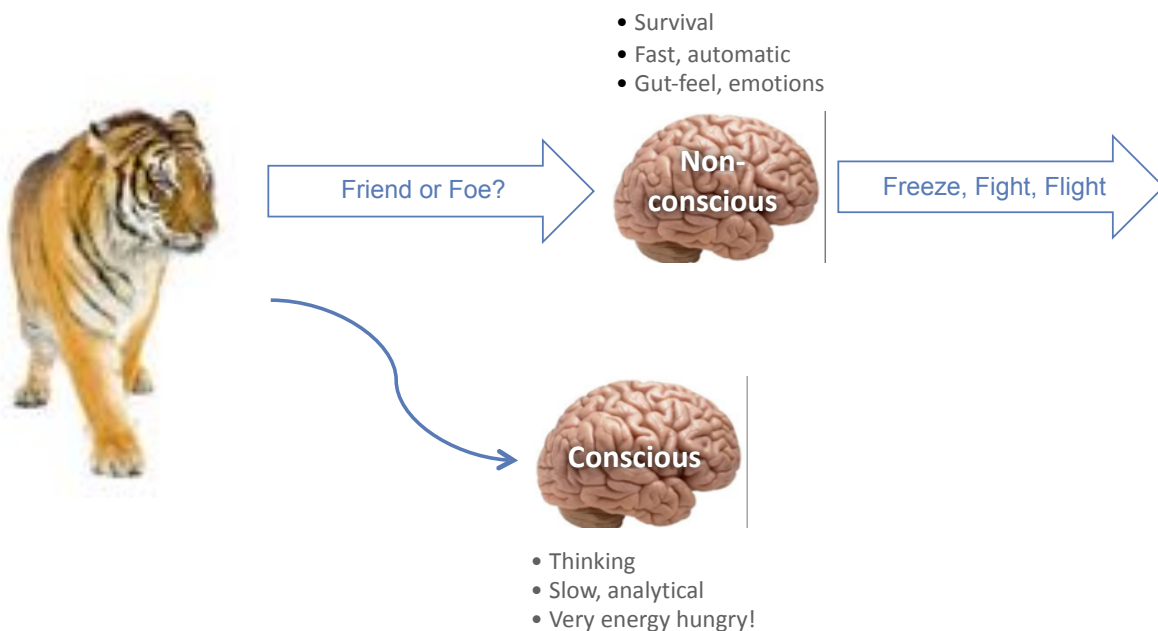
# Rational buying decisions !?

## The Economist

Online subscription	\$59	16%	68%
Print and online	\$125	84%	32%
	\$11,444	\$8,012	

*Predictably Irrational*, Dan Ariely, 2010

# So why are we so emotional?



# The fundamental organising principle of the brain

minimise danger maximise reward



**Defend:**  
Tunnel vision  
Win-lose  
Self-focused

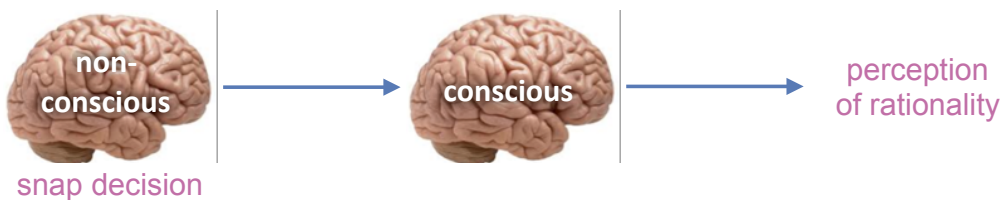
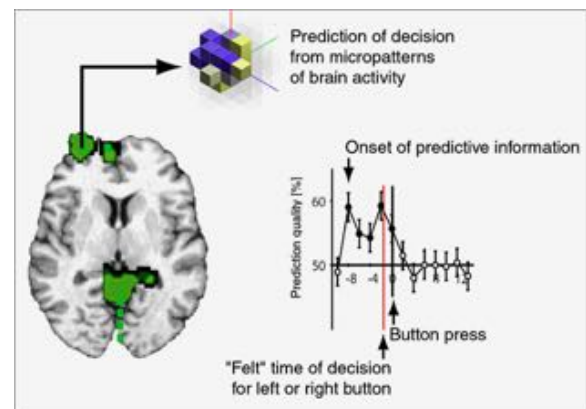
**Discover:**  
Innovative  
Solution-focus  
Collaborative

What negotiating behaviours

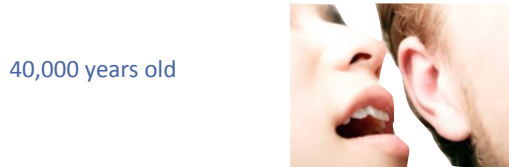
- increase threat
- increase reward



# The decision-maker!

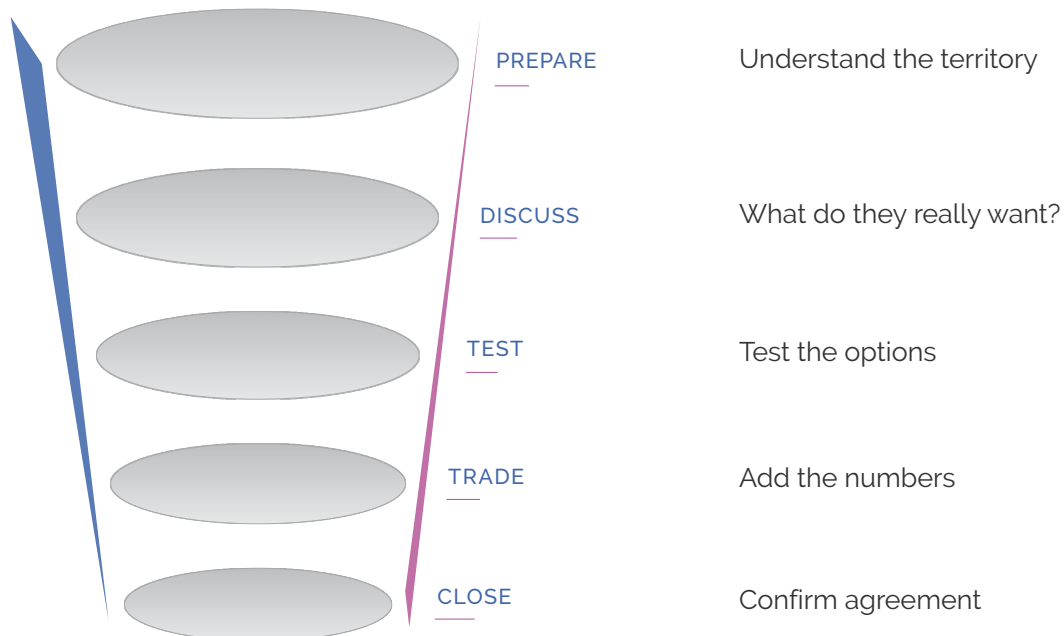


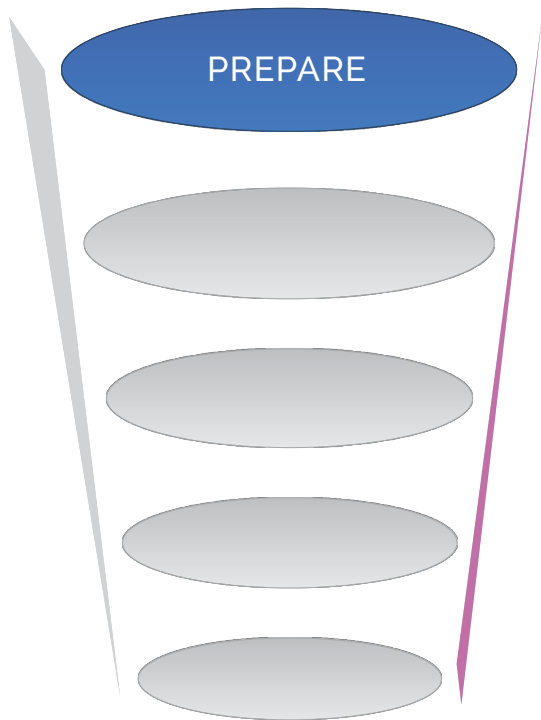
# Lost for words



What are the implications for negotiating?

# The negotiation funnel





Under pressure the thinking brain shuts down!

- Over-confidence cognitive bias

Objectives - long term and short term

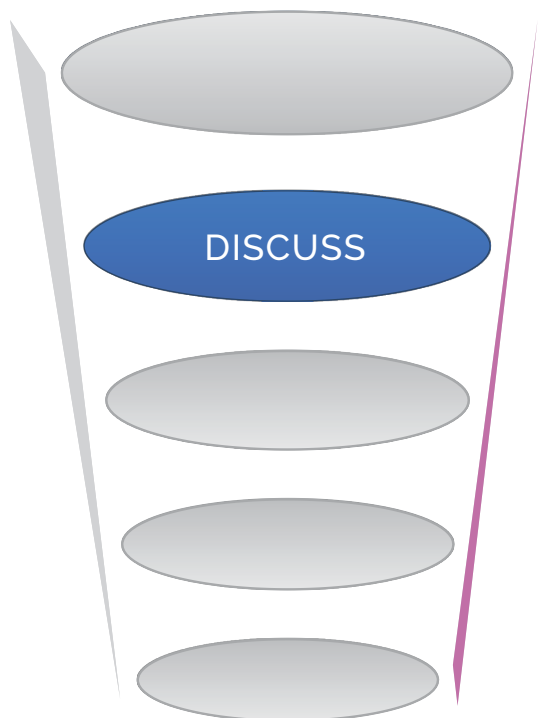
- Temporal discounting !

Discover common ground

- LinkedIn, Facebook
- Pre-meet can increase success from 55% to 90%

Tradeables

- High value to you; low cost to them



What do they want?

- Listening, Questions

Build rapport

- Reward vs. Threat

Listen for signals and movement

- Remember Rakita

Be careful what you promise!

- Don't create false expectations

Interest vs. position



Position  
Visible

Interest  
Hidden



## Win-win

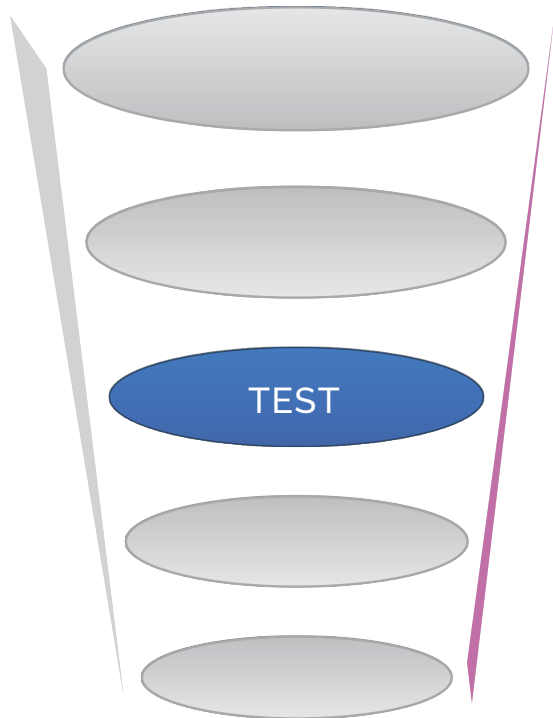
Two sisters were fighting over an orange.  
After a lot of arguing, they took half each.  
One sister ate her half and threw away the peel.  
The other grated her half of the peel to  
make marmalade and threw away the flesh.



How many opportunities for a win-win  
solution are you throwing away?

**Lesson:** look for the *interests* behind the *positions*





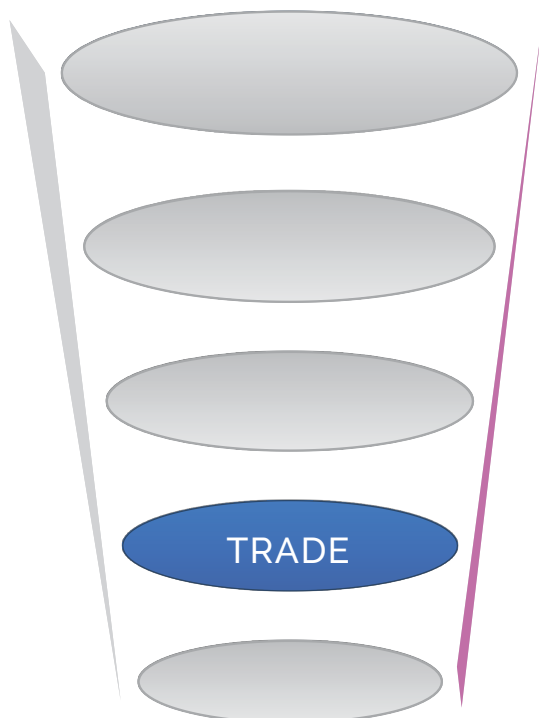
### Testing the tradeables

- If you could buy 300 units
- Then I could consider a volume discount

### Don't disclose your numbers

- Retains flexibility
- Avoids false expectations

No firm commitments



Poll question

### Now add your numbers

- If you could buy 300 units;
- Then I could consider a 13% volume discount

Make a counter offer!

Get something back for anything you give!

Give them options >

Priming - the opening offer

Agree as a package



Beware of nibblers!

Confirm what you've agreed

Summarise

Advance, not continuation

