

# NEGOTIATING FOR SUCCESS

## •OPENING POSITION

- TARGET
  - BOTTOM LINE
- The Bracket*

## •TRY

- PLAN
  - RAISE THE BAR
- The Foundation*

## EXPECTATIONS IMPACT OUTCOME

EXPECT MORE, GET MORE

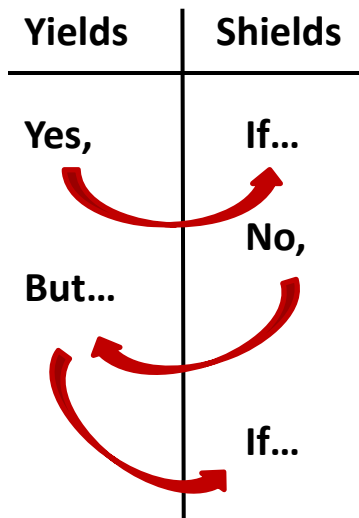
*Raise the Bar!*

GREAT NEGOTIATORS HEAR “NO” OFTEN –  
THEY “TRY” AND “RAISE THE BAR”.

*The Power of “No”*

NEVER GIVE ANYTHING WITHOUT  
GETTING SOMETHING IN RETURN.

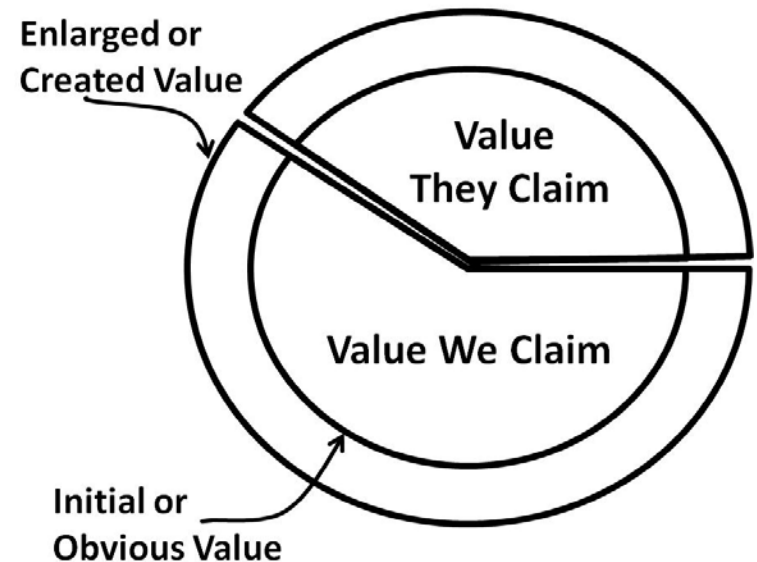
*The Golden Rule*



*The Habit and Loop*

DO THE BEST YOU CAN  
FOR YOUR SIDE,  
WHILE KEEPING  
THE OTHER SIDE SATISFIED.

*Win-Win*



*Building & Claiming Value*

# The Bracket

- Opening Position:** Where you start in the negotiation; initial offer.
- Target:** Your goal; the desired outcome.
- Bottom Line:** The lowest position you can accept as a seller. The highest position you can accept as a buyer.
- Remember:** Your bracket frames your expectations for the negotiation and will directly impact the outcome.

# The Foundation

I WILL TRY  
MAKE A PLAN  
RAISE THE BAR

# Yield and Shield

Determine the items you have available to negotiate with.  
What is the value of each item? Which will you Yield and Shield?

- Remember:** The degree of importance will vary by item.
- Be flexible, willing to yield a shielded item if the payoff warrants the decision.

# Get in “The Habit”, create “The Loop”

- “The Habit”:** Say NO when necessary, yet provide a minor concession.  
Say YES when possible, yet make a request in return.
- “The Loop”:** Every time you say NO and provide a concession, ask for something in return.
- “The Golden Rule”:** Don’t give anything without getting something in return.  
**of Negotiating** Make all concessions conditional.