

NEGOTIATING FOR SUCCESS

•OPENING POSITION

- TARGET
 - BOTTOM LINE
- The Bracket*

•TRY

- PLAN
 - RAISE THE BAR
- The Foundation*

EXPECTATIONS IMPACT OUTCOME

EXPECT MORE, GET MORE

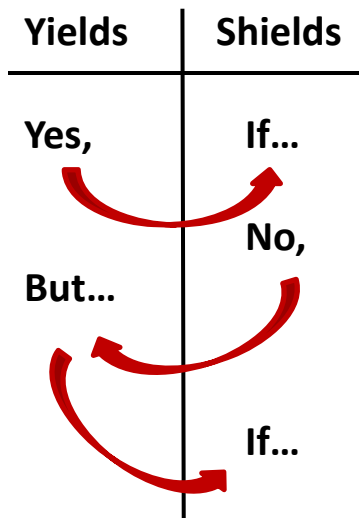
Raise the Bar!

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

The Power of “No”

NEVER GIVE ANYTHING WITHOUT
GETTING SOMETHING IN RETURN.

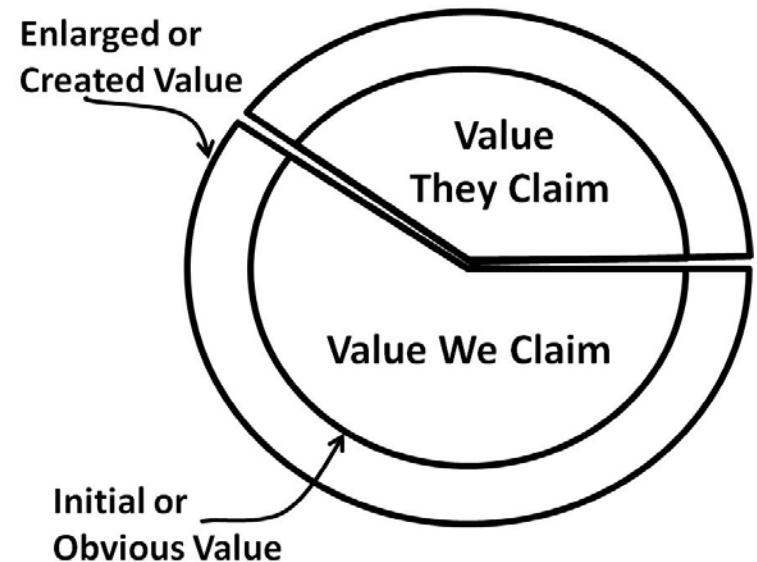
The Golden Rule



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.