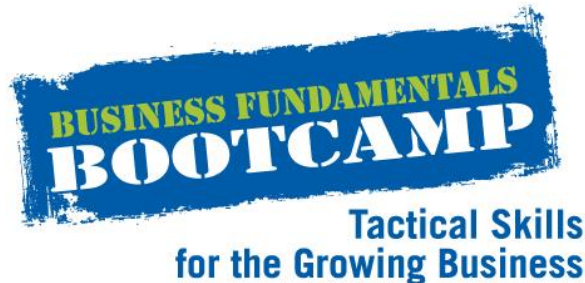


How to Stop Losing in Win:Win Negotiations

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SHARED WISDOM, BOTTOM LINE SUCCESS

INTRODUCTION



Two Sides to Negotiation Debate

- The opposing sides
- Two very different approaches
- “Getting to Yes” – Fisher & Fry
- “Start with No” – Jim Camp



“Getting to Yes”

- Win:Win Philosophy
- Wise Agreement
- Meets all legitimate interests
- Resolves Conflicting Interests Fairly
- Takes Community Interests into Account

“Start with No”

- Win:Win is a Losing Philosophy
- Win:Win is Emotion-Based
- Win:Win is a relationship
- Negotiation is a different animal
- Replace Emotion with Process

Why You Lose at Win:Win

- Relationships and Networking
- Relationships vs Negotiations
- Emotion-Based Negotiating
- Different agendas – Relationship/Deal
- The need for a Process

Steve Davies Negotiation Background

- Negotiation Training
- Acquisitions – wins and losses
- Client Negotiation - Preparation
- Articles on SteveDavies.com
www.stevedavies.com/categories/negotiations

If you would like a copy of the PowerPoint,
give me your business card



The Practical Resource for Business Owners and Executives



I am an entrepreneur and work with business owners to help them run their business better. This site contains articles based on my experience covering the range of issues that come up in business.

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The Negotiation Line Drawing Technique

Category: Negotiations

When I first started my business life and found myself in negotiations with hard-nosed, unscrupulous people, I felt at a disadvantage in a number of ways. They weren't at all interested in win:win, and the issue that I found the most difficult to cope with was the addition of additional negotiating points after I'd made a concession.

Hits: 0

[More](#)

Using a Negotiation Process

Category: Negotiations

When you come up on the short end of a negotiation, it is almost always because you haven't prepared and paid attention to the process. A strong process will help you avoid the twin pitfalls of neediness and focusing on the result and help you prepare and focus on the things you can control within the negotiation. These will all be things on your side.

Hits: 8

Losing Through Neediness

Category: Negotiations

The more you need the result of a negotiation, the less



Winning isn't everything – the will to win is the only thing

Category: Negotiations

The well-known quotation "winning isn't everything; winning is the only thing" predated Vince Lombardi, but was popularized by him. He claimed that what he actually said was "winning isn't everything – the will to win is the only thing", and that makes a great deal more sense.

Hits: 7

[More](#)



There are two problems in business – either you have a partner or you don't

[READ MORE...](#)



OTHER WEBSITES



Negotiation Exercise

What was your toughest negotiation?

➤ Business, if possible

➤ Personal, if not

Think hard. The better the issue, the more valuable.

Negotiation Exercise

Your Toughest Negotiation

- What was it about?
- Who was it with?
- How important was it to you?
- How important was it to them?
- Did it matter more to you or to them?
- How would you describe the outcome?

Top Three Negotiating Errors

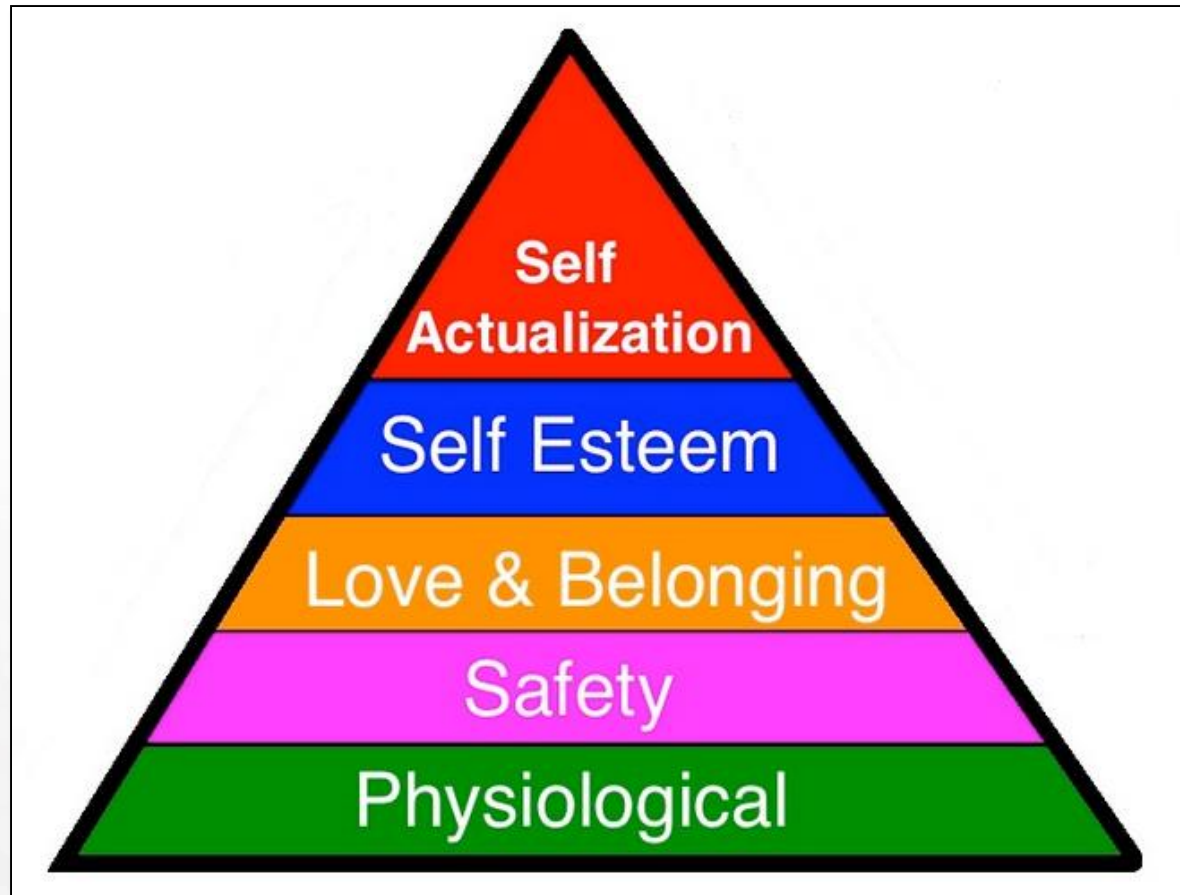
1. Being in the position of **need** rather than want
2. Focusing too much on the **result**
3. Not having a negotiation **process**

Neediness

Mistake 1 – Being in the Position of Need

- What we need vs what we want
- The supplicant loses the game
- Analysis of respective positions
- Self talk and discipline
- Starts with Maslow.....

Neediness



Neediness

The Importance Scale

- Business is like golf.....
- The dangers of emotional involvement
- Need a process – or an intermediary



Negotiation Exercise

Need vs. Want

- Were you in the 'need' position?
- Did you have a walk away strategy?
- Were you emotionally involved in the outcome?
- Who was in control?

Result Focus

Mistake 2 – Focusing on the Result

- You Can't Control the Result
- Winning isn't Everything.....
-The will to win is
- You can't control your adversary
- Only yourself

Result Focus

What Can you Control?

- Heart rate?
- Anger?
- Time?
- Talking?
- Closing too early?

Result Focus

Control Behaviors Towards an Outcome

- Identify behavioral styles
- The Line Drawing Technique
- Boiling Frogs
- Disarming your adversary
- The three question technique

Negotiation Exercise

Results vs. Process Orientation

- Did you try to control the result?
- How did you control yourself?
- What were your tactics?
- How did you counter?
- Who was in control?

Negotiation Process

Mistake 3 – No Negotiation Process

- Planning and Preparation
- Need/Want Analysis
- Importance Analysis
- Agenda



Negotiation Process

Planning and Preparation

- Research your adversary
- Identify real decision makers
- Set your mission and purpose
- See everything in their world

Negotiation Process

The Need/Want/Importance Analysis

- Analyze your need/want posture
- Analyze their need/want posture
- How important is this to you?
- Define your minimum/maximum goal
- What is your “no” point
- What is your bailout strategy

Negotiation Process

Five Key Agenda Elements

- The issues at stake
- Our baggage
- Their baggage
- What we want
- What happens next

Negotiation Exercise

Your Negotiation Process

- What research did you do?
- Did you put yourself in their shoes?
- Did you define your minimum/maximum goal?
- Did you have a 'no' point?
- Did you follow a process?

Negotiation Exercise

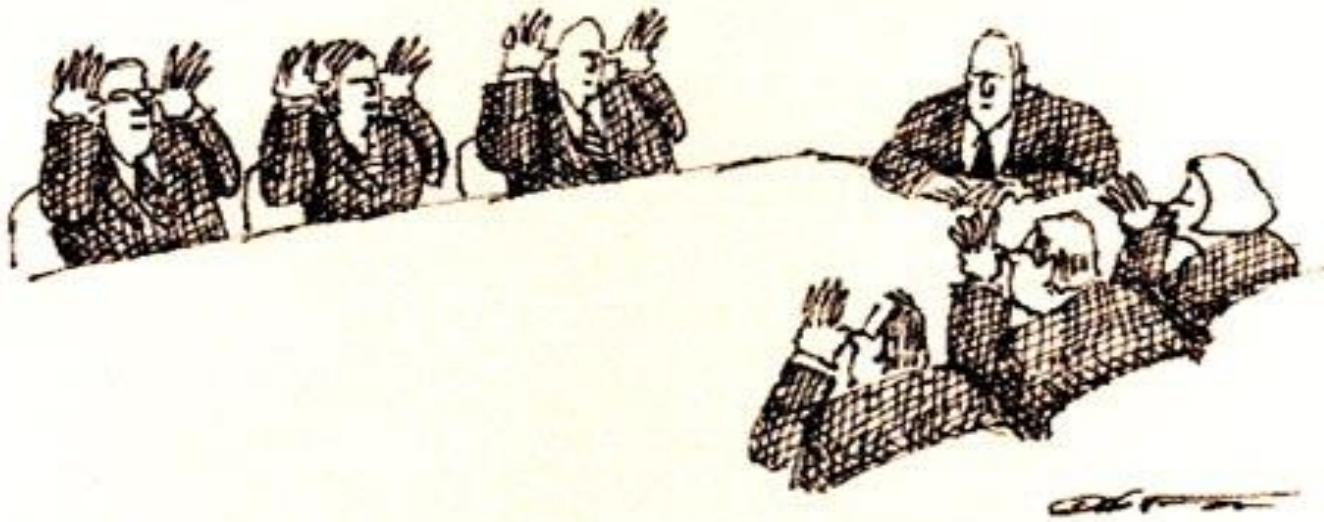
Evaluation

- What did you do right?
- What did you do wrong?
- What would you have done differently?
- Did you follow a process?
- Could you have got a different outcome?

Conclusion

- Negotiating isn't a relationship
- Eliminate your neediness
- Focus on process not outcomes
- Develop a process
- Prepare for every negotiation

The Final Curtain



The mediator sensed that the negotiations were in trouble.

Follow Up

- Articles at www.stevedavies.com
- Give me your business card for
 - PowerPoint
 - Assessment
 - Follow Up Meeting

Write on the back what you would like



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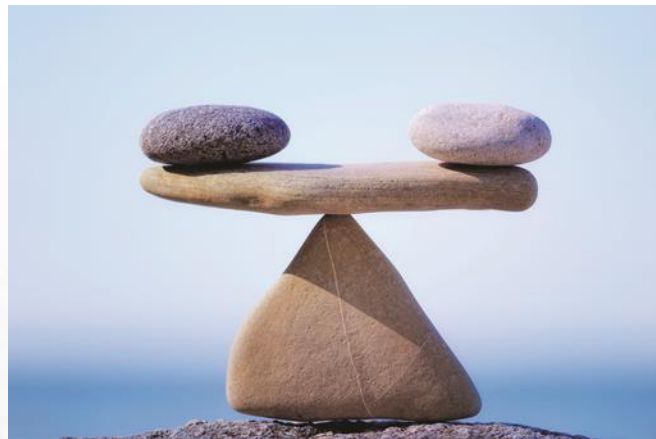
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Negotiation Process

Neediness



Neediness



Neediness

