



Training for Managers

**10**

pieces of advice for  
successful

**NEGOTIATIONS**

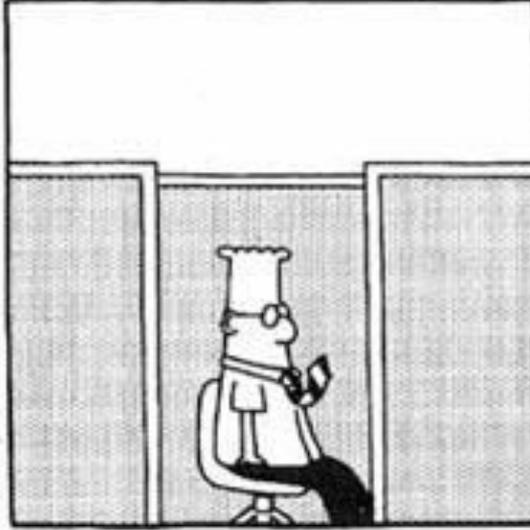
**VERN**

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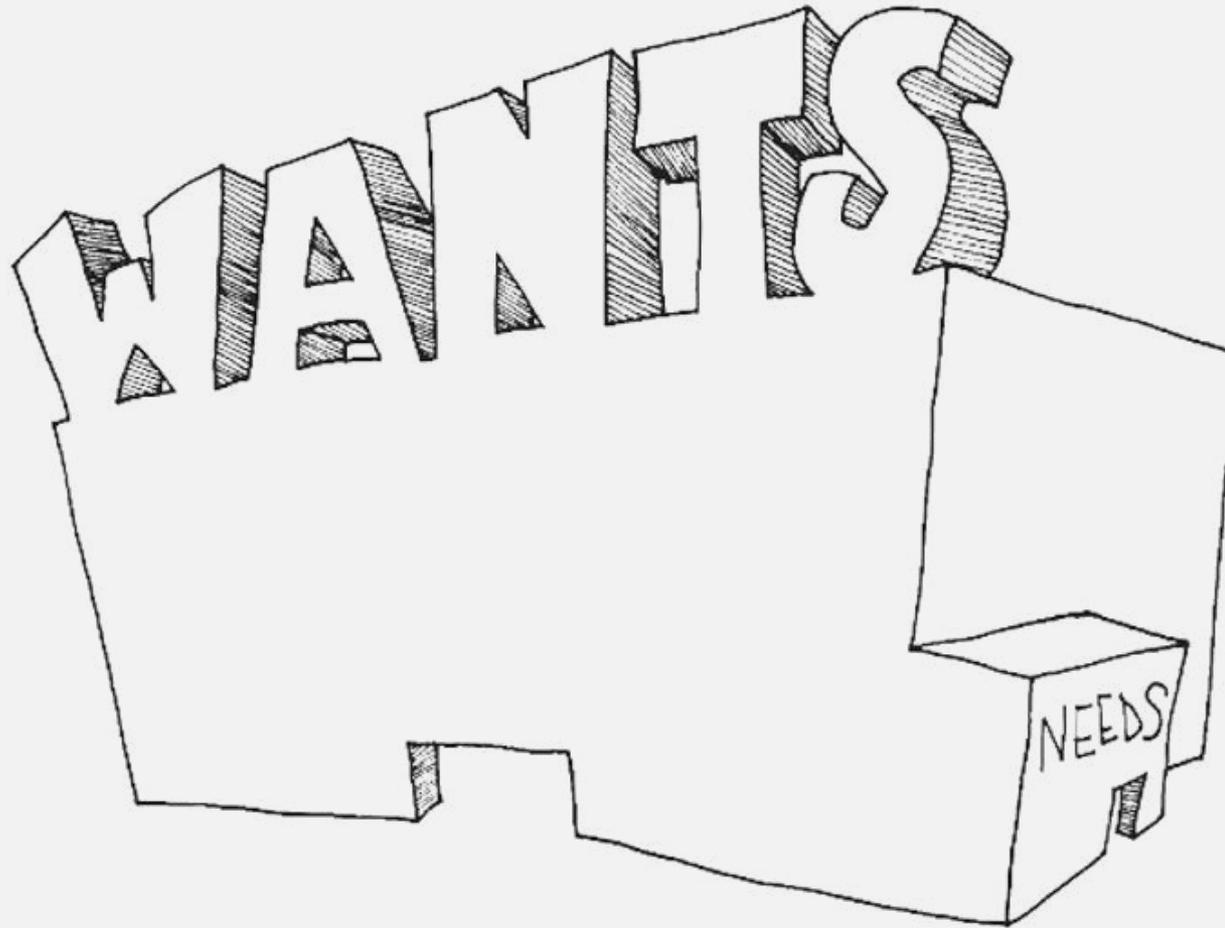


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**NEGOTIATIONS**

1.

## Who is stronger?

- ▶ Can we adjust the positions so that the other party needs us more than we need them?
- ▶ What do they need?
- ▶ What is valuable to them?
  
- ▶ How can we increase our self-confidence?
- ▶ How can we show that what we are offering has a greater value than how much it “costs”?



## 2.

# Research who is on the other side

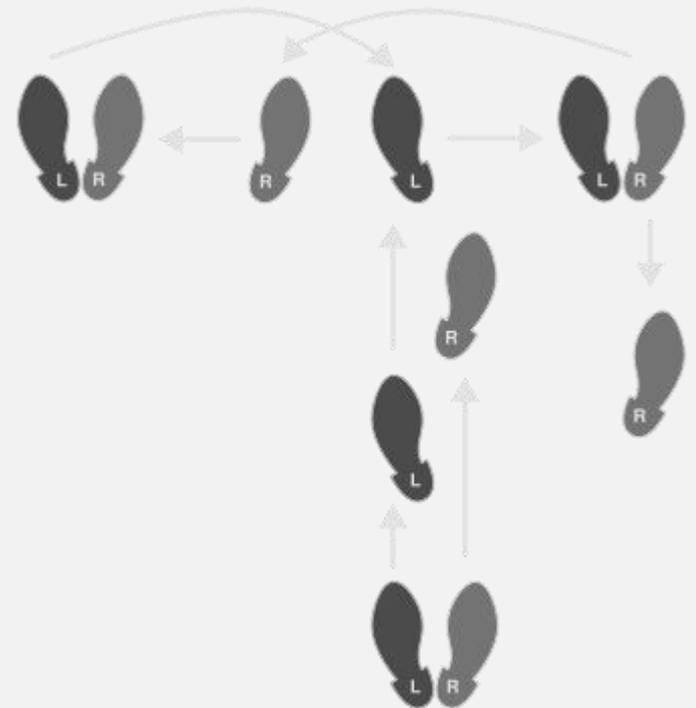
- ▶ Do you know anything about them?
- ▶ Do you know anybody who negotiated with them before?
- ▶ Do you know anybody who knows them well?
  
- ▶ What is their negotiation/communication style?



# 3.

## Negotiate step by step

- ▶ Ask for a bit at the very beginning
- ▶ Then ask for more and more bits
- ▶ Build up the final goals in small increments
  
- ▶ People have a habit to react consistently. That means that to start you need to get a “small” YES...



# 4.

## At times say "NO"

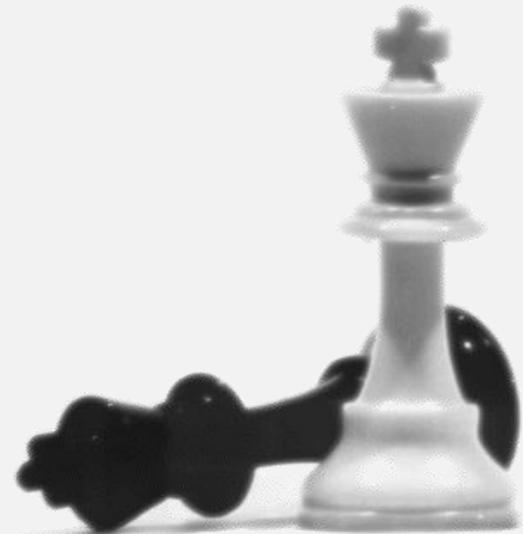
- ▶ Even though you are the one asking for something this is how you build your position of power
- ▶ Be careful to say NO to the things that the other side doesn't care too much about
- ▶ However, be very stingy with NOs...



# 5.

## How will you make the first move?

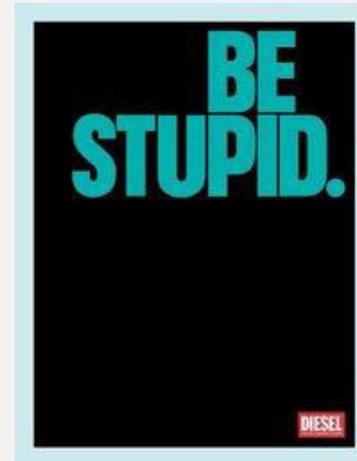
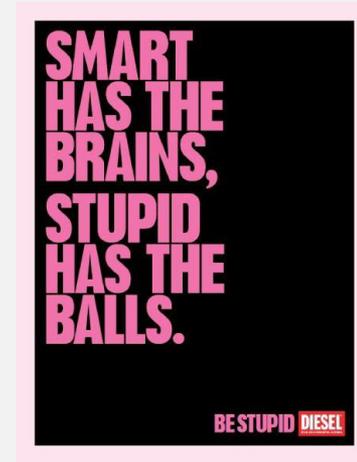
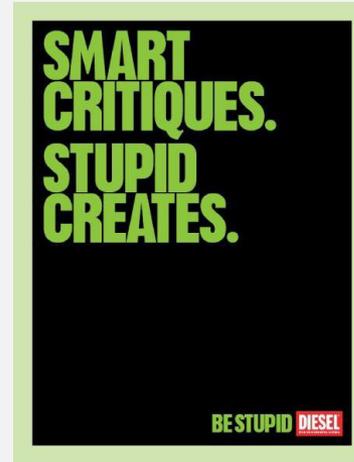
- ▶ Try to get the other side to make the first move because:
  - 1) they might offer you more than you expect
  - 2) you will find out more about the other side
  - 3) and therefore position yourself better



# 6.

Pretend you are a little bit more stupid than you are

- ▶ People are more sympathetic with the people they consider less intelligent than themselves
- ▶ Be careful not to overdo it!
- ▶ A good position to play out one of the following scenarios – I need to consult with the expert, I will be needing advice...



# 7.

## Try to force your agenda

- ▶ It's easier to control the impact
- ▶ If they have an agenda, be careful not to turn the negotiations into a power fight
- ▶ If that happens, it is better to adjust your agenda



8.

## Assume that they said “yes”

- ▶ Do not be arrogant!
- ▶ It's a strategy that is supposed to be delivered VERY GENTLY, make a try and see how it goes...



**YES**



**NO**

## Methods of repetition

- ▶ Repeat basic postulates of your proposal / offer / solution during the meeting
- ▶ Build your position steadily



# 10.

## Give time for a decision if it is needed

- ▶ If it can be counterproductive to make the decision at once, give them time
- ▶ If you have a feeling that the decision is going to be more favourable, give them time to make it
- ▶ But make sure you define the deadline for the decision making and communicating it





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“A negotiator should observe everything. You must be part Sherlock Holmes, part Sigmund Freud.”

*Victor Kiam*

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