



Negotiation & Persuasion Skills

September 2019

Halifax CII

BERNADETTE WILLEMS LLB (HONS) FMCA

07740 438341

bmw@bernadettewillems.com



My family: husband Stephen and Children, Philippe, Matthew & Sarah



My Story:

- Wife and mother
- Currently a non-practicing Solicitor
- Practising Mediator for over 20 years
- Set up Greater Manchester Mediation Limited 2010
- Author in Collaborative Venture
- High Performance Coach and Trainer
- Global Partner/Trainer in Talent & Wealth Dynamics
- Communication Specialist
- Business Peacemaker

How and when do Negotiation & Persuasion occur?



NEGOTIATION

SUCCESS
INTEREST
ULTIMATUM
TACTICS
DISCUSSION
DECISION
PROJECT
ZERO-SUM
DISAGREEMENT
RAPPOR
CHECKLIST
CONFRONTATION
PROBLEM
INTEREST
QUESTIONER
WIN-WIN
BUSINESS
RESOLUTION
PROCESS
OFFER
INTEREST
NEGOTIATION
ZERO-SUM
SUCCESS
RESOLUTION
WIN-WIN
PROPOSAL
SCENARIO
MEETING
NEG
COMPENS
ULTIM
INTEREST
SUCCESS
OUTCOME
AGREEMENT
NEGOTIATOR
SKILLS
DECISION
DEADLOCK
MEETING
NEG
COMPENS
ULTIM
ALTERNATIVE
SS



Negotiation is a method by which people reach a mutually acceptable solution

It is a process by which compromise or agreement is reached while avoiding argument and dispute.



Winning
is everything



persuasion

message
article
speech
propaganda
fallacy
seminar
position
belief
thesis
deceptive
lies
movie
proposal
conclusion
communication
argument
course
meeting
advertisement
journal
idea



MESSENGER

COMMITMENTS

PRIMING

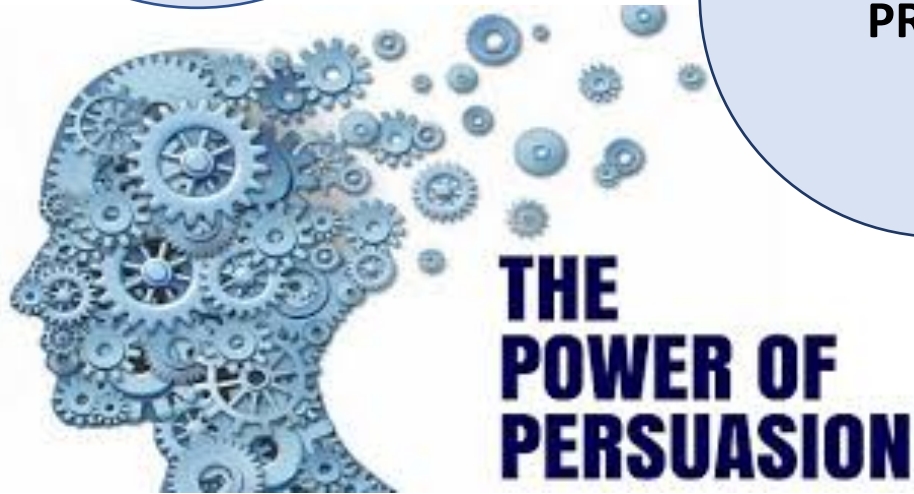
RECIPROCITY

SCARCITY

**SOCIAL
PROOF**

ATTENTION

DEFAULTS



GROUP EXERCISE



Stages of Negotiation



IMPLEMENTATION

AGREEMENT

NEGOTIATE WIN-WIN

CLARIFICATION OF GOALS - BARGAINING

DISCUSSION – EXCHANGING INFORMATION

PREPARATION

1. Preparation

- Understand the nature of the negotiation
- Have clear outcome in mind
- Know and Research your buyer thoroughly
- Know your buyers strengths, challenges, fears, hopes and business
- Accelerate the rapport and trust building with your client
- Setting a limited time-scale can also be helpful to reach closure.





2. Discussion

During this stage, individuals or members of each side put forward the case as they see it, i.e. their understanding of the situation.



Say little and listen more!

Put yourself in customers/prospects shoes

3. Clarifying Goals - Bargaining



From the discussion, the goals, interests and viewpoints of both sides of the disagreement need to be clarified.





4. Negotiate Towards a Win-Win Outcome



Be flexible.

Compromises can often achieve greater benefit for all concerned compared to holding to the original positions

5. Agreement



Closing the deal
and gaining
commitment





6. Implementation of a course of action



Closing the deal. Signing the agreement. Committing to a plan.

The Style of negotiation adopted by an individual negotiator generally depends on individual personality and attributes



What is your Negotiation Style?

Creative & Big Picture



**Detail,
Systems,
£ costs,
Data,**



People and Team



When & Where It Happens



8 Profiles

INNOVATION

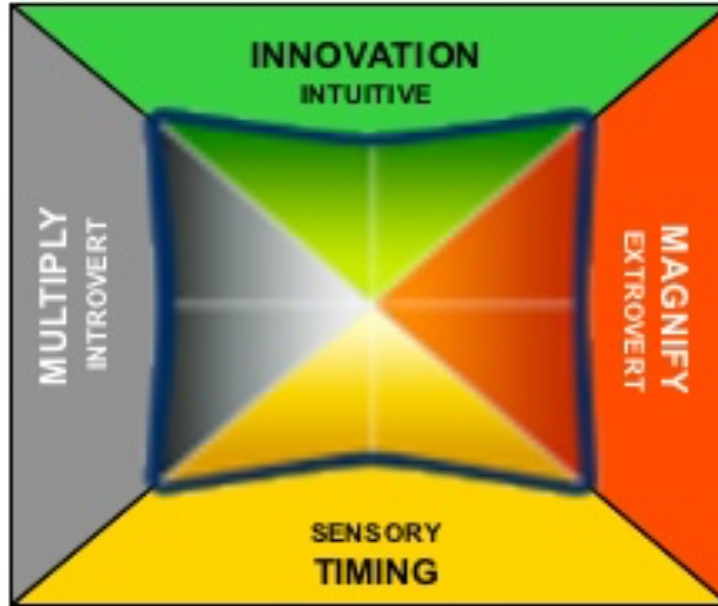
Creator



Star



Mechanic



DETAILS

Lord



PEOPLE

Supporter



Accumulator

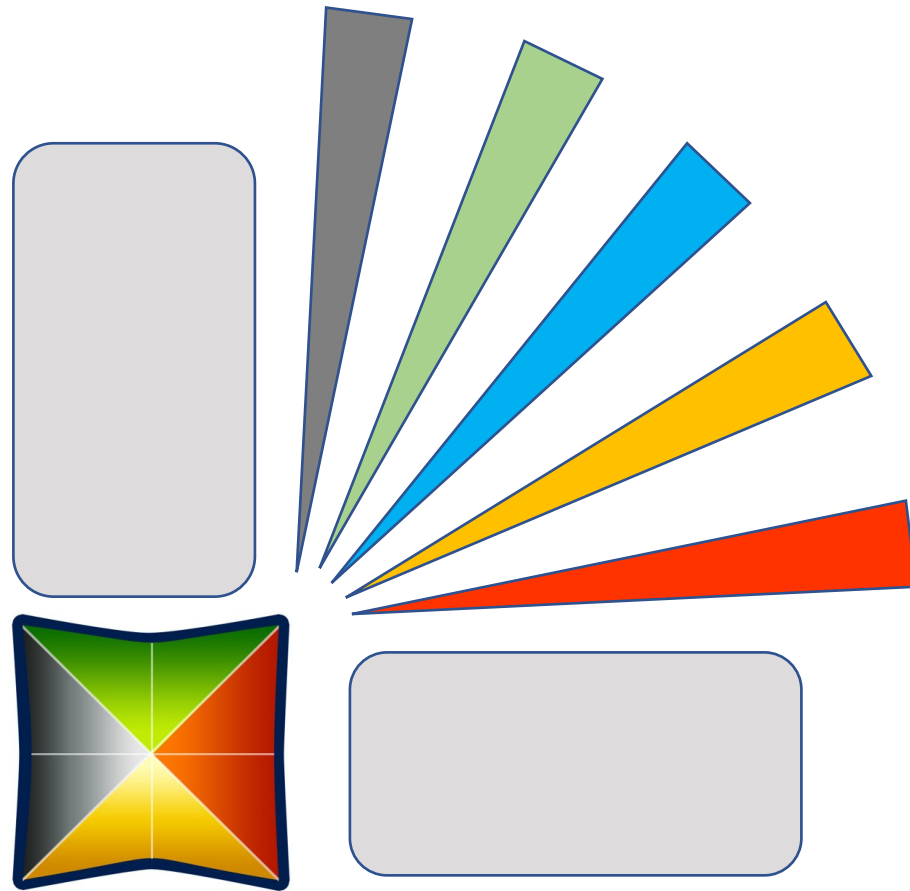


Trader
SERVICE



Deal
Maker





Self-knowledge and self-awareness are the cornerstone of personal development, influence and negotiation



Ways to negotiate



Informal Negotiation



The Win-Lose Approach
to Negotiation



The Win-Win Approach to
Negotiation

TRANSACTIONAL ANALYSIS



PARENT EGO STATE

Behaviours, thoughts and feelings copied from parents or parent figures



ADULT EGO STATE

Behaviours, thoughts and feelings which are direct responses to the here and now



CHILD EGO STATE

Behaviours, thoughts and feelings replayed from childhood



Attitudes to Negotiation

Defensive Conciliatory

Aggressive Patronising

Knowledge

The more knowledge you possess of the issues in question, the greater your participation in the process of negotiation.



**“THE IMPARTING OR EXCHANGE OF INFORMATION,
IDEAS, OR FEELINGS”**

COLLINS DICTIONARY DEFINITION

GOOD COMMUNICATION

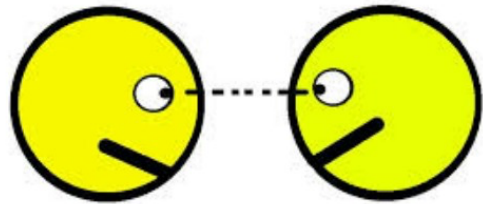
**means that both the
sending and the
receiving of the
message are equally
important.**



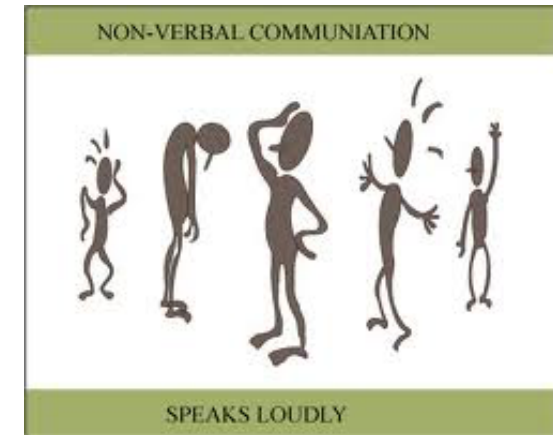
CREATING RAPPORT -

Having an emotional connection with other people.

Eye-Contact



Touch



Kinesics



Mirroring

Smiling





Active listening involves listening with all senses. As well as giving full attention to the speaker



EMOTIONAL INTELLIGENCE



SELF AWARENESS



SOCIAL SKILL



EMPATHY



SELF MANAGEMENT



MOTIVATION



REDUCING MISUNDERSTANDINGS –a key part of effective negotiation



Two Main Techniques of Reflecting:

Mirroring

Paraphrasing

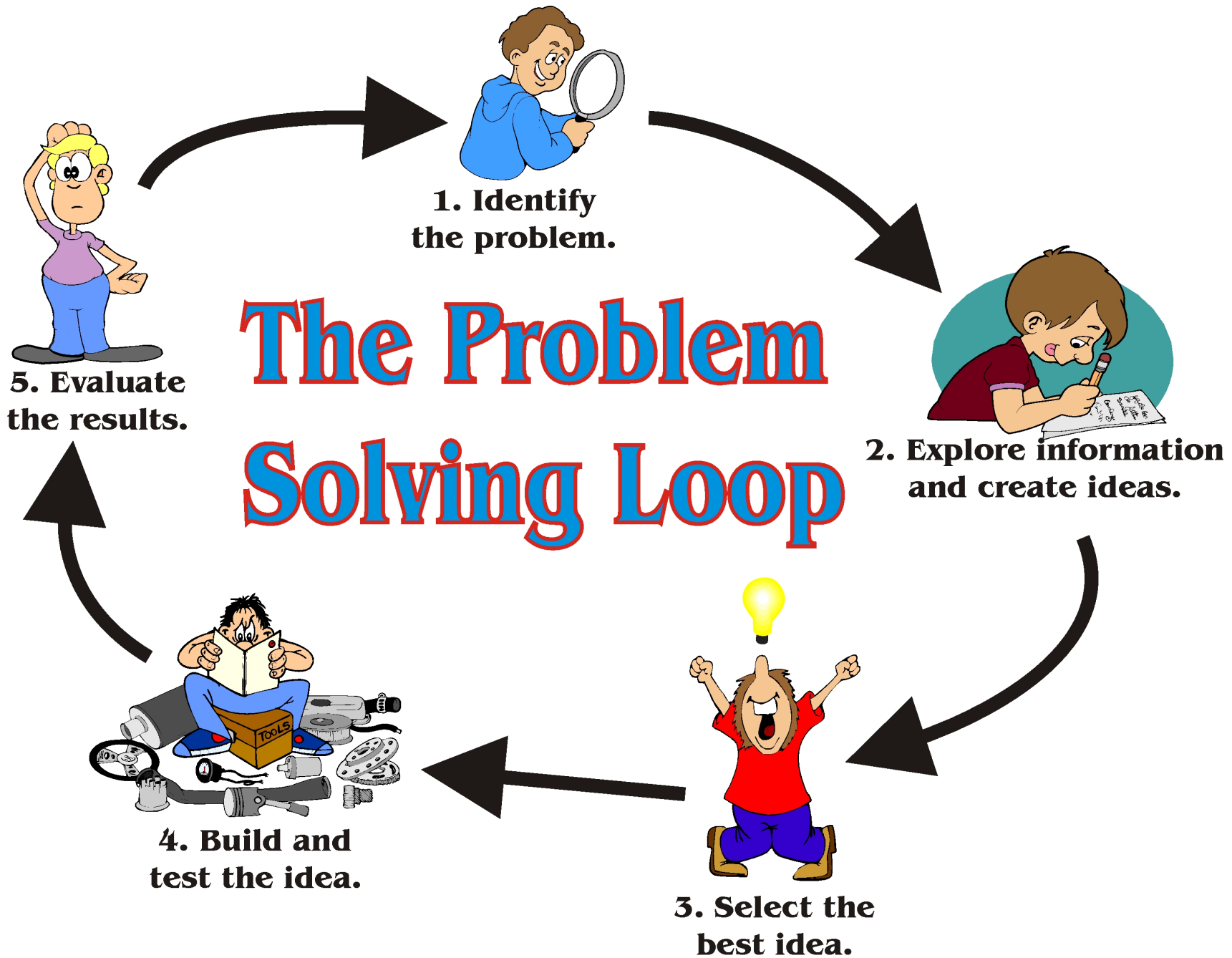


CLARIFICATION



Clarifying can involve asking questions and summarising what has been said.





DECISION MAKING

In its simplest sense, decision-making is the act of choosing between two or more courses of action



Result should be: Acceptable to both parties.
Independent to both parties.
Is seen to be fair.



ASSERTIVENESS



- Is asserting personal rights without undermining the rights of others.
- Is considered a balanced response, with self-confidence playing an important part.
- Is responding as an equal to others and aims to be open in expressing their wishes, thoughts and feelings.



MEDIATION: Dealing with Difficult Situations.

A good settlement is better than
a good lawsuit.

ABRAHAM LINCOLN



What is NegoLogic?

We all know that everything has pros and cons.

You cannot lose what you never had

What happens if you mention your own obvious weakness first?



The greatest wish of every negotiator is knowing the bottom line of the other party;

What are they willing to settle for?

BATNA

WATNA





Negotiating means you must make use of every advantage there is and create some more.

Giving your opponent a limited chance to deal is a strong weapon, all too often neglected.

GROUP EXERCISE



A GIFT FOR YOU





Negotiation & Persuasion Skills

September 2019

Halifax CII

BERNADETTE WILLEMS LLB (HONS) FMCA

07740 438341

bmw@bernadettewillems.com