

# NEGOTIATING SKILLS MANUAL



## INTRODUCTION

"How" we do our work is much more important than "how much" work we do.

There isn't a day when we don't negotiate with someone. From the first contact to the signed contract, the whole sales process is a negotiation - we can't escape it.

"Losing negotiations is not a problem. The problem is losing negotiations that have lasted too long."

We lose negotiations when the other side does not "feel" that we understand him/her. The way we communicate and the skills we use to negotiate affect our ability to get what we want.

While it's easy to focus on the benefits of our product and the best price, negotiations are won and lost based on human emotion and perception.

"In negotiations, you cannot overcome emotion, using facts, logic and reason."

It is crucial at the beginning of every conversation to separate your emotions and expectations and put them aside.

The purpose of the conversation is not to convince the customer, to sell or to impose one's opinion. The purpose of the conversation is to understand the person across from you and create a feeling that we understand them - and we cannot do that if we are not fully committed to that person.

That is why the most important skill we can master in communication is the ability to actively listen, where our complete attention is focused on the other person with the aim of "reading" their emotions, vision and thoughts.

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## COMMUNICATION GAP

The basis of negotiation is the skill of communication.

But communication is much more than that - communication is a vital skill that we can and should use in all relationships.

We can describe communication through an example in which we want to establish a relationship with a person on the other side of the road.

The road that lies between us and that we need to cross is a communication "gap".

Until we start using the correct beliefs and communication techniques, we will remain on our "wrong" side of the street and will not be able to "cross over" to the other side of the road and establish a relationship with the person across the street.

In order to make it easier for you to "cross over" to the other side of the street, we have listed on one page all the beliefs and techniques that will either help you or stop you to cross over to the other side of the street.

## Us



## Customer



- Transaction
- The facts
- Our own Ego
- Reason and logic
- The lowest price
- The biggest discount
- Advantages of the product
- Reassurance
- Focus on "YES"
- Attention on us
- "Why" questions
- Making decisions for the customer
- Trying to close the sale
- Removal of objections at the end of conversation
- Our own expectations
- "I ..."
- "I have to"
- "I am a victim"
- "Life happens to me"
- "Thermometer"
- "Below the line"
- Coming up with an answer
- Neediness

- Relationship/transformation
- Confidence
- Respect for the interlocutor
- Tactical empathy
- Emotions
- Report
- Focus on "NO"
- Attention to the customer
- Curiosity
- "Who" and "What" questions
- Building a vision
- Active listening
- Dynamic silence
- Mirroring
- Labeling
- Accusation audit
- Gratitude
- Possibility and potential
- "I am the cause"
- "Life works for me"
- "Thermostat"
- "Above the line"
- Serving the moment before us

## RULES OF THE GAME

Like with any new skill, negotiation takes time and practice.

If any negotiation technique feels uncomfortable at first, keep using it - the "discomfort" is just a sign that you are learning a new skill.

Do enough repetitions:

- You only need 4 repetitions to start the process of learning a new technique
- 60 repetitions are enough for a new technique to become your new skill permanently

Every conversation is an opportunity for training - in the store, on the phone or in the office.

Practice in situations where the stakes and risk are low, to be prepared for situations where the stakes and risk will be high.

Prepare for every negotiation and important conversation or phone call.

- Make a list to prepare for negotiations
- In challenging situations, we always "fall" to the level of preparedness

## **PREPARE FOR NEGOTIATIONS**

Getting prepared will increase your chances in negotiations - going into negotiations without being prepared is at your own risk.

Here is the list of few basic steps you have to go through every time before starting the negotiations:

### **LIST OF ACCUSATIONS**

Based on the customer's possible misconceptions and objections, prepare a List of accusations to use in the interview.

### **"WHAT" AND "HOW" CALIBRATED QUESTIONS**

- Prepare a list of "WHAT" questions to "make" the customer think and help him build his own vision.
- Prepare a list of "HOW" questions to overcome potential obstacles in negotiations.

### **"NO"-ORIENTED QUESTIONS**

Prepare a list of "NO"-oriented questions that will build a sense of control and security in the customer.

### **PREPARE YOUR MINDSET FOR THE CONVERSATION**

Be aware of your emotions and expectations related to the conversation you are preparing for and set them aside. There is nothing you need from the person you are negotiating with.

### **OUTCOME**

Define what outcome you want to achieve from the conversation.

## **EMPATHY**

One of the most important skills in negotiation is empathy.

Empathy creates trust and trust is increasing the speed of communication and transactions in business.

Empathy is being fully aware of the other party's perspective. It is not an agreement, sympathy or compassion.

Empathy is when the other person has a feeling that you understand her.

If you can figure out "what makes" another person tick, you can change their perspective.

You have to understand what the other person's "rules" are.

You have to understand what the other side really wants.

Ultimately you have to gain the trust of the other person or party.

In the end, empathy gives you influence based on trust.

## MIRRORING

"I heard you, but I need more information."

Mirroring is one of the most powerful NLP techniques.

It is key in gathering information and building relationships.

Mirroring is the best way to build relationships.

When you mirror other people, you will be interesting to them.

### HOW TO USE MIRRORING

Even though we mirror other people by copying their body position or tone of voice, there is a more simple yet powerful method - simply repeat the last 1-3 words the other person said and shut up.

This method was presented by FBI negotiator Chris Voss, in his book "Never split the difference".

It "proves" that I heard you "word for word" and I repeat it to you.

People will continue to clarify what they really mean. People like to be mirrored and encouraged to keep going.

If you mirror, you will be interesting to other people, because you are interested in them - they will like to talk to you.

Be genuinely interested and curious about the other person.

Do not "fight" the other person by mirroring. You can use mirroring to change "wrestling" in conversation to "dancing".

Silence is golden - mirroring only works if you keep quiet after "setting" the mirror.

By being silent, you communicate that you are interested in the other person and create a feeling of deeper connection.



## LABELING

"By labeling emotions, we reduce the negative effect that wrong emotions can have on us and on the other person."

Labeling is one of the most useful tools in a business environment.

### HOW TO USE LABELING

The first step is to be aware or recognize an emotion in another person - this requires our full attention at the other person.

The second step is simply to label that emotion out loud - simply listen to your instinct.

### HOW TO SET A LABEL

Start a sentence with:

"It looks like..." "It sounds like..." "It feels like..." "It seems like..."

Never put yourself in that sentence, for example, "It seems to me like ...", because that way you shift the attention to yourself - the attention must stay as long as possible on the interlocutor.

Be sure to shut up after labeling and resist the urge to talk or explain after a good label. You have to let the label work and deactivate the "negative" emotions.

Label helps build rapport and gather information.

By labeling, we increase our influence on others - we create a "trust-based" influence.

## WRONG WAY OF LABELING

- "What (I) hear is..."

The word "I" shows that I am more interested in my perspective than the perspective of the interlocutor.

The other person's lack of response to the label is a sign that you are on the right track. Keep tagging.

- "Sounds like I didn't go far enough."
- "Sounds like there's more that catches the eye."
- "It seems to me that we have not yet touched on everything that is important."

A great combination is to mirror their response to the label and get even more information.

It all starts with you being fully focused and interested and curious about the other person.

Using mirroring and tagging out loud helps you organize your own thoughts in conversation.

## NOTE

You can't go wrong with labeling - even if you label the wrong emotion in the interlocutor, it is human nature for the interlocutor to start correcting you. This creates an opportunity to obtain even more information in negotiations.

## CONCLUSION

By using these simple methods, you will increase your chances in negotiation.

But the impact is much deeper, than just in negotiation.

Each technique is a powerful communication tool, you can use in every day life.

Remember, it takes on 4 repetitions to start a new habit.

Go out there and have fun!