

## Negotiations

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1

## Learning Objectives

By the end of this session, you should be able to:

- Definition and myths
- Prep
- Strategies
- Pitfalls



2

## Define

- An interpersonal decision-making process necessary whenever we cannot achieve our objectives single-handedly
- A way of communicating that relies on: understanding, acceptance, trust, belief, and respect
- **Goal:** Obtain approval, agreement, action or favor that meets your needs



3

## Value Proposition

- Why learn to negotiate?
  - You will increase your level of satisfaction with your agreements/purchases
  - Confidence
  - Transfer savvy to other aspects of life



4

## Educators/Healthcare Professionals

- No training
- Collegiality valued
- Avoid confrontation
- Taught to follow instructions
- Inflexible bureaucracy
- Responsive to needs of others
- Don't recognize a potential negotiation



5

## "Good" Negotiator Myths

- "Win" a fixed-sum
- Either tough or soft
- Born with skill
- Experience counts
- Take risks
- Rely on intuition



6

## Planning a Negotiation

- What is important to you? (by priority)
- What is your BATNA? Reservation price? Target?
- What are your sources of power?
- What is important to your opponent?
- What is opponent's BATNA? Res \$? Target?
- What are your opponent's sources of power?
- What is your opening move?
- Other?



7

## Advanced Tactics

- Flawed assumptions:
  - Your opponent would act as you would
  - Your opponent will act logically
  - Your opponent will do what is in his/her best interest
- **Goal:** Don't ASSUME



8

## Advanced Tactics

- Gain Concessions By:
  - Give yourself room to negotiate
  - Recognize concessions
  - Concessions may not have equal value to both parties



9

## Advanced Tactics

- Linkage
- Maintain power: try not to make the first major concession
- Timing: begin with consideration of largest concession first
- **Goal:** Set realistically high expectations



10

## Warning

- "Let's split the difference"
- "Take it or leave it"
- "Give me a ballpark price/cost/number"
- Lack of candor
- Outrageous opening offer/demand
- Refusal to negotiate
- Anchoring
- "You've got to do better than that"
- Pleading poverty
- Limited authority



11

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12