

## NEGOTIATING to a Win-Win

It's like a game and the game has rules; with the sole objective being that all parties involved are content with the outcome and are willing and able to honour the agreement.

Like any game there are strategies and tactics and perhaps even an external event that can change the course of the game. Be prepared to be flexible and adapt to changing conditions and above all LISTEN to the nuances of what is said and indeed what you say!

Invariably price is the main objective but in any commercial negotiation, it is relevant to examine all the factors that contribute to the price that is being asked. These other factors are the variables and negotiating some of these variables can lead to a new negotiated price. If there aren't any obvious variables, then think, be creative, ask questions and identify some.

If price is allowed to become the only variable then negotiating to a mutual Win-Win will be almost impossible - someone will have to 'give' or both parties lose.

The key to a successful negotiation is to understand 'the why' and then creatively find ways of exploiting it to a mutual and beneficial Win-Win situation.

Here are 10 Tactics and Strategies:

TACTICS	STRATEGIES
Start High	... but not un-realistically so that you are not taken seriously; unless you have a ploy to concede your excessive demand at an early stage
Understand <u>your</u> negotiating parameters	... what are you prepared to be flexible upon and what are your 'red-lines'
Plan an agenda or pathway for the negotiation	... don't try to wing-it; thinking on your feet is OK but you must have some idea of how you are going to get to a Win-Win
Encourage open discussion	... expressions like "lets think out loud" and "maybe this idea needs some kind of revision" are designed to raise the level of communication to a higher level of creativity by 'floating' concepts
Seek out <u>their</u> negotiating parameters	... ask questions that will help you understand their position and then question further to test their resolve to maintain a rigid position on a particular point
Offer Alternatives	... can you give them what they want by an alternative means e.g. reward for on target achievement
Introduce new variables	... often the key to unlocking the negotiation by determining the real reason behind a 'red-line'. Seek to bring new thinking and innovation into the negotiation, so that your opponent can be confident they can 'sell the position' to their partners/peers
Keep it positive	... always identify the 'advantages and benefits'; negative thoughts are destructive and corrosive
Keep an eye on the clock	... negotiating under time pressure does tend to focus the mind. However, negotiating under duress frequently produces an unsatisfactory solution
Confirm the end result	... ensure all parties clearly understand what has been agreed and on what basis the negotiation was concluded. Clarify and re-state so that there is no doubt - everyone write it down!