

Negotiation & the Science of Persuasion

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Outline

- Usefulness of negotiation
- How to Negotiate
- The Art of Persuasion
- Practical Tips
- Have fun negotiating!

Life is a Negotiation

Negotiation: a discussion of issues with the objective of resolving them on agreed terms.

Can be useful:

- At work
- At home
- In JCI
- In relationships
- Obtaining a loan
- Business transactions
- Consumer transactions

The Negotiation Handbook

- Identify your objectives
- Know your 'opponent's' objectives
- Be aware of the strengths and weakness of your position/case
- Be aware of the merits and shortcomings of your opponent's case
- Know what concessions you are willing to make
- Have a strategy

Your Negotiation Plan

- My objectives and interests
- Opponent's objectives and interests
- Strengths of my case
- Weaknesses of my case
- Concessions sought
- Concessions prepared to make



Strategize to Monopolise

- Opening/Starting point
- Target
- Best Alternative to a Negotiated Settlement (BATNA)
- Worst Alternative to a Negotiated Settlement (WATNA)
- Know your opponent
- When to make offers/concessions
- When to ask concessions
- Record your settlement

PERSUASION

How, When, Where

- Use the most persuasive arguments in relation to issues in dispute
- Anticipate your opponent's response and have a counter-argument
- Have facts in support of your case
- Types of arguments:
 - Moral or merit-based argument – what is fair
 - Practical arguments – relate to the parties' circumstances and the desired outcome
 - Personal argument – only effective if used at the right time to appeal to emotions
 - Mixed argument – use of several types of arguments based on the point to be delivered

Your Argument

- Use confident body language;
- Take the lead by setting the tone for your opponent to mirror;
- Use language that is simple yet effective;
- Maintain a good pace; do not rush your argument;
- Be clear and concise;
- Support your important points – say what you want and why;
- Use objective language;
- Pay attention to how your opponent is responding to your presentation;
- Keep your opponent engaged.

Your Response

- Have a clear understanding of what your opponent has said:
 - Ask questions if you need to;
 - Understanding how this argument is built equips you take it apart.
- Challenge your opponent's weak points;
- Do NOT appear shaken or surprise; keep a poker face;
- Do not be antagonistic;

- Identify the largest concessions you want that you can realistically get and focus on them;
- Know when to move on.

Dealing with a Competitive Opponent

- Be relentlessly reasonable;
- Ask him/her to justify his/her demands and arguments;
- Stay cool as a cucumber;
- Be practical;
- PAUSE before reacting;
- Try to defuse emotions;
- Highlight 'win-win' opportunities.

Settlement Time

- Be prepared: have your plan and strategy;
- Good communication;
- Be reasonable and practical;
- Keep a poker-face and be as cool as a cucumber;
- Persuasion does not have to be a fight;
- Record your settlement.



"I've hired this musician to play a sad melody while I give you a sob story why I didn't do my homework. It's actually quite effective."

See you at the
negotiation table!