

Give 'Owt for Nowt' - Practical Negotiation Tips

Step	Implement these techniques	Avoid these common mistakes
Preparing	Planning is two thirds of success	Failure to prioritise for your objectives
	Setting realistic objectives	Not checking your assumptions
	Asking for information	Badly defined break point
	How to play your hand	Set objectives are too general
	Who does what	Withholding useful information
	Must get, like to get, intend to get	No clear strategy
		Undefined team tasks
Discussion	Exchange information	Asking 'closed' questions
	Be constructive	Interrupting, not listening
	State your position clearly	Point scoring, arguing
	Test your assumptions	Using emotive language
	Summarise neutrally	Not summarising key points
Signalling	Listen more and talk less	Ignoring
	Respond and reciprocate	Rewarding intransigence
Proposing	Propose solutions	Only stating a complaint or grievance
	Open realistically, move modestly	Weak language: 'Is that all right?'
	Invite a response	Unrealistic offer
	State what's acceptable and what's not	Hiding proposal by talking too much
		If rejected do not offer immediate alternative
Packaging	Address inhibitions	Inflaming their inhibitions
	Value in the other parties terms	Not enough variables to trade
	Who gets how much of what? when?	Undervaluing variables
		Don't agree to issues piecemeal
Bargaining	Everything is conditional	Giving 'owt for nowt'
	Knowing what you want in return	Not linking movement
	Respond to positive signals	Goodwill concessions
Closing	Trial close	Knowing when to stop bargaining
	Beware of goodwill items	Final, Final, Final offers!
	Summary close	Threats/sanctions
Agreeing	Summarise what has been agreed	Guard against Euphoria
	Agree on the summary!	Do not cheat in any written summary
	Agree action arising	Avoid comments likely to inflame
	Put in writing as soon as possible	No last minute goodwill concessions!

For further information about practical steps and seminars on how to develop your negotiation and selling success please contact Jeremy Bull at:

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