

# The Art of Negotiation

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Is Negotiation an Art or a Science?

Science is all about?

Art is all about?

College Professors talk about -

Distributive Strategy

Integrative Strategy

BATNA = Best Alternative to Negotiation Agreement

ZOPA = Zone of Possible Agreement

Sales Trainers talk about –

Learning to Flinch

The Puppy Dog Close Technique

The Take Away Close Technique

What good is theory and technique if you don't have a good understanding of fundamentals?

The problem with most negotiation seminars is they teach too much theory or techniques and very little about fundamentals. Theory is interesting and techniques without sound fundamental skills will have little success.

My Goal Today –

Teach simple fundamentals of the negotiation process to increase the probability of a favorable result.

What is the definition of Negotiation?

Bargaining (give and take) process between two or more parties (each with its own aims, needs, and viewpoints) seeking to discover a common ground and reach an agreement to settle a matter of mutual concern or resolve a conflict.

Is Negotiation Always Successful?

\_\_\_\_\_ !!!

## Why Negotiations Fail –

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Communication Barriers –

1. Cultural Norms
2. \_\_\_\_\_
3. Personality Disorders
4. \_\_\_\_\_
5. Gender
6. \_\_\_\_\_
7. Age
8. \_\_\_\_\_

Negotiation Cannot Succeed without –

Preparation -

Objectivity -

Strategy -

Technique -

How Humans Communicate –

\_\_\_\_% of Human Communication is \_\_\_\_\_!

\_\_\_\_% Visual

\_\_\_\_% Tonal

Negotiation should be done \_\_\_\_\_ to \_\_\_\_\_!

Negotiation is a good \_\_\_\_\_ or \_\_\_\_\_?

Important Conversational Skills

Speaking

\_\_\_\_\_

## Three Skills to Improve Conversation –

Pausing before \_\_\_\_\_

Ask \_\_\_\_\_

\_\_\_\_\_ speaker's words.

## Benefits of Pausing –

Avoid risk of Interrupting

Showing the other person you are giving careful \_\_\_\_\_ by not jumping in with your own comments

Actually listen to the other person better

## Benefits to Asking Questions –

Questions asked to clarify the person's points keeps you from falling into an " \_\_\_\_\_ " trap.

## Benefits to Paraphrasing –

You demonstrate that you are genuinely paying attention and making every effort to understand his or her thoughts or feelings.

You are actively listening. Active listening builds trust.

Three things to never forget while negotiating –

The Orange

The Pen

The Golden Rule

The Orange Story –

\_\_\_\_\_ the \_\_\_\_\_ of all the parties

Don't \_\_\_\_\_ (\_\_\_\_\_).

The Story of the Pen –

Those who give their negotiating \_\_\_\_\_  
\_\_\_\_\_ .... !

The Golden Rule –

Treat all parties in a negotiation as you would want to be treated. With...

\_\_\_\_\_

Courteousness

\_\_\_\_\_

Attentiveness

Empathy

## Conclusion

Have a Conversation not an Argument

Understand the positions of all the parties

Don't give your position away too soon

Treat others as you want to be treated