



NEGOTIATING STRATEGIES AND TACTICS

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OCTOBER 22, 2020

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NOTES

1. A key part of interpersonal intelligence is your ability to negotiate well on your own behalf.
 - a) All of life is a _____, from childhood to adulthood, and every transaction in between.
 - b) The only question is, “Are you a _____ negotiator or not?”
 - c) Negotiating is a game; it is a _____ skill.
 - d) Your ability to **negotiate** well on your own behalf is central to your _____ in everything you do.
 - e) You must learn how to _____, negotiate and get the best pay and benefits for yourself.
 - f) You must be able to negotiate the best _____ and promotions once you get the job.

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- g) You must be able to negotiate well when you _____, pay and promote the best people.
- h) You must be able to negotiate the very best deals for your _____ and yourself.

2. The basic rule: **everything** is negotiable!

- a) Every single **price, term** or **condition** has been set by _____.
- b) When you see a price, never accept it as _____.
- c) Always go high enough to find someone who has the _____ to negotiate.

3. Knowing what you really want is **vital** to your success.

- a) _____ is essential – what outcome or result do you really, really want?

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- b) What are you prepared _____ in order to get this outcome?
- c) What is the _____ you are willing to pay?
- d) What is the _____ that you are willing to accept?
- e) At what point of maximums or minimums are you willing to just _____?

4. There are three key purposes of **business** negotiating.

- a) First, to reach an _____ of some kind;
- b) Second, to assure that all parties are _____ ;
- c) Third, to assure that all parties are willing to negotiate _____ with the same parties;

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- d) The key: Seek _____
and equity in each negotiation to assure the
above;
- e) Strive for “_____”
or no deal.
5. The number one question in business negotiation
is for you to ask, “What’s **important** here?”
- a) The basic rule in business negotiating is:
_____ or no deal.
- b) In business negotiation, you use

rather than competition.
- c) You are _____
rather than combative.
- d) The aim of a business negotiation? It is to
reach an agreement with which both parties
are satisfied enough and sufficiently content
with that they are willing to negotiate
_____ with the same party.

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e) Both parties are _____
to fulfilling the agreements reached under
the negotiation.

6. The key reason to using power as a negotiating
tool: the more **power** you have, the better deal
you'll get.

a) The first form of power is called

superior knowledge. Find out, learn
everything about the subject of the
negotiation in advance.

b) _____ of the needs
of the other person is a source of power.

“Why do you feel we are here and what
would you ideally like to accomplish as
a result of this discussion?”

c) _____ is
another power source in a negotiation.

Take the time to get to know the other party
and establish a friendly relationship.

- d) Another source of power is the power of _____ and punishing.

Be clear about how the other party **benefits**, and how the other party could lose, as a result of making the deal.

- e) _____ is a key power tool in negotiating – investment of time, money and emotion.

7. **Emotions** can help or hurt you in any negotiation, depending upon what they are and who has them the most.

- a) _____ is a critical element in a negotiation. Both parties must want to reach an agreement;

- b) How badly do you _____ it?
How badly does the other person want it?

- c) _____ involvement reduces your power in a negotiation and makes you more willing to settle.

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8. **Time** is another critical element in every negotiating situation.

- a) The more _____ the time constraints, the less effective the negotiator;
- b) Set _____ for the other party whenever possible;
- c) _____ decisions in a serious negotiation for as long as possible to improve your perspective.

9. Developing **options** is a form of power.

- a) The more _____ you have, the stronger you are in a negotiation;
- b) You are only as free as your well-developed _____ ;
- c) If you have **no choice** but to agree, you have no _____.

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10. Preparation is 80% of the success of any negotiation.

- a) Think the negotiation situation through completely, _____;
- b) Discuss the situation with _____ to get their input and advice;
- c) What are your/their _____ from this negotiation? Find out!
- d) What are the _____ positions or opening gambits of each party?
- e) What are the _____ to be decided?
- f) What are your minimums?
_____ ?
What are his or hers?

11. The Harvard Negotiating Project discovered four key parts of any negotiation:

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- a) _____ – separate the personalities from the issues. Keep emotions out of the discussion whenever possible.
- b) _____ – identify the interests or the underlying needs of both parties before starting to discuss how to achieve them.
- c) _____ – generate a variety of possibilities to achieve the needs before you get into the negotiations.
- d) _____ – agree on objective measures on how we will determine whether or not this is a good solution.

12. The **Law of Four** is applicable to every negotiation.

- a) There is a _____ and three minor issues;
- b) _____ in perceived importance of the issues to be solved make a negotiation possible.

13. Negotiating Tactics – Can be used to get a better deal in a negotiation.

a) **The Flinch** – When you hear the price or terms, you should flinch.

1. Grimace as though you are _____
a migraine headache or heart attack.
2. Appear hurt and disappointed when you _____ or terms.
3. Often, if you seem extremely disappointed, the price will drop immediately.

b) **Questioning** – “Is that the very **best** you can do?”

1. Remain _____ and look the person straight in the eye.
2. If this product or service has ever sold for _____ or terms than you are being offered, the other person will often admit it and offer to change the price.

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c) **Assertion Technique** – State, firmly and clearly, “I can get a better deal somewhere else.”

1. Tell the person that his competitors sell it for _____.
2. Tell the person that you have seen it available at a _____.
3. Make it clear that you have lots of _____ (even if you don't.)

d) **The Low-Ball Technique** – If there is a lot of flexibility in the price, such as for jewelry, used items, swap meets, and even cars and homes.

Offer a price that is _____
low as an opener.

1. If a person is selling a piece of jewelry for \$1,000, offer \$100.
2. If a person is selling a home for \$100,000, offer \$50,000.

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3. Sometimes you will be amazed at how often the asking price will _____ when you offer a ridiculously low figure.
- e) **The Power of _____** –
When the other person tells you the price and terms, remain completely quiet and unmoved. Don't reply.
1. Look at the other person as though you are so _____ by what he is suggesting that you have nothing to say.
 2. This will often unnerve the other party and cause him to _____ the price, or increase the offer.
- f) **The Nibble** – Use it at the end of a purchase transaction.
1. Ask the other person if he will _____ something else, like free shipping, an additional item, free installation, extended warranty, or something else.

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2. You use the “nibble” as you poise over the contract with your pen, not having signed it yet.

14. The Walk Away Method – Always be prepared to use the “walk away” method of negotiating.

You never know the _____
that you can get until you get up and walk away.

When you know, in your heart, that you can get up and leave, you can negotiate

_____ on your own behalf.

You can get up, walk out, and drive away as a negotiating technique. You can then turn around and come back and just simply say that, “ _____.”

But always be prepared to _____ .

15. No negotiation is ever final.

Use the “Chinese Contract” approach to business and negotiations. Be prepared to _____ or to modify the agreement with new information.

Even if you have agreed to buy or sell something at a certain price, if you get more information, be prepared to _____, and ask for a different deal.

In the final analysis, in business negotiation, both parties should be _____ and willing to do business with each other again in the future.

Rule: In **personal** negotiating, your goal must be to get the very best deal for you at that moment, regardless of how the person _____ about you in the future.

The better a deal you negotiate, the more your opponent will like and respect you in the future.

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Never let the fear of rejection, or the fear of _____ of the other person, hold you back from negotiating the very best deal for yourself.

16. How to negotiate **complex** agreements or contracts:

a) Agree on every detail on which there is _____ .

b) Go through the entire agreement from beginning to end, and put aside the _____ issues to address later.

c) Whenever you give a _____ of any kind, always demand a reciprocal concession.

d) Never give a concession without a concession _____ .

17. A powerful tactic you can use in negotiating is called **bracketing**.

a) Human beings in negotiating are often willing to _____ .

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- b) The natural tendency will be to saw off _____ between the two positions.
- c) Increase or decrease the number you offer or ask so that the compromise is what you _____ wanted to get.

18. In negotiating, you can use the tactic of “**persuasion** by similar others in similar situations.”

- a) People are inordinately influenced by knowing that _____ have accepted the same terms.
- b) If “persuasion by similar others” is being used on you, _____ to check.

What *one thing* are you going to do differently as the result of what you have learned in this session?
