

Negotiation Skills

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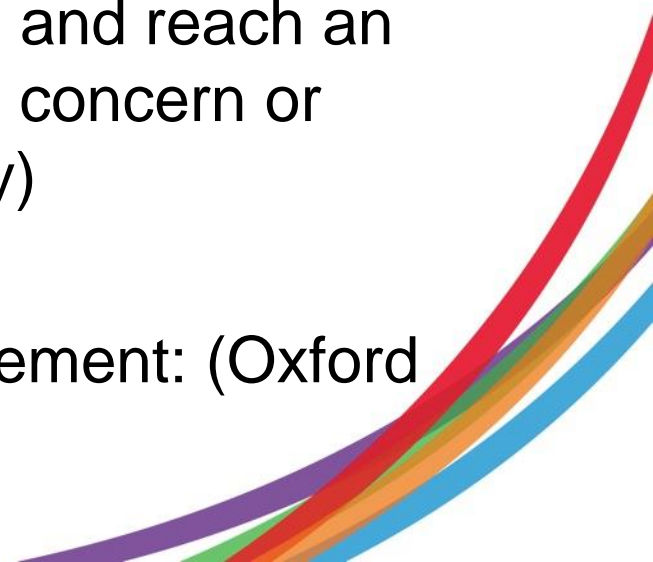


Agenda

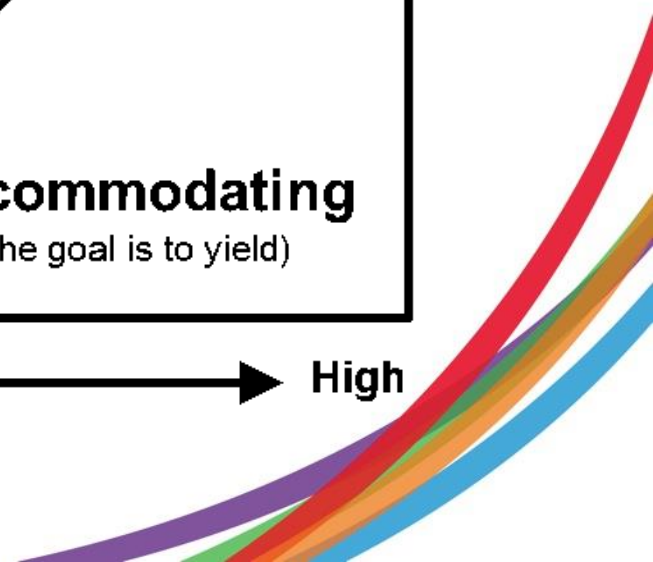
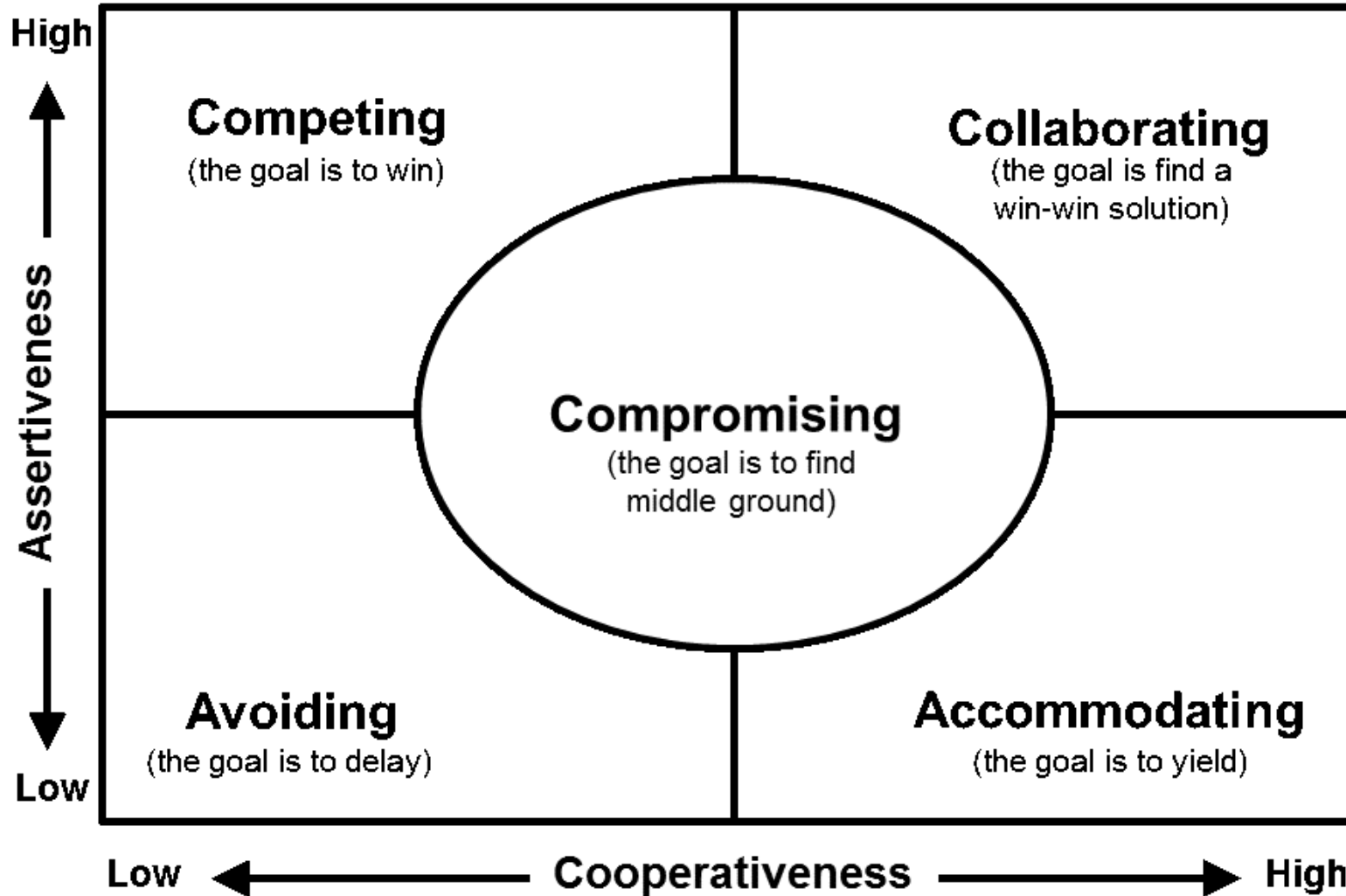
- What is Negotiation
- The 5 Negotiation styles
- Paperclip persuasion
- Negotiation strategies
- The Job offer
- Wrap up

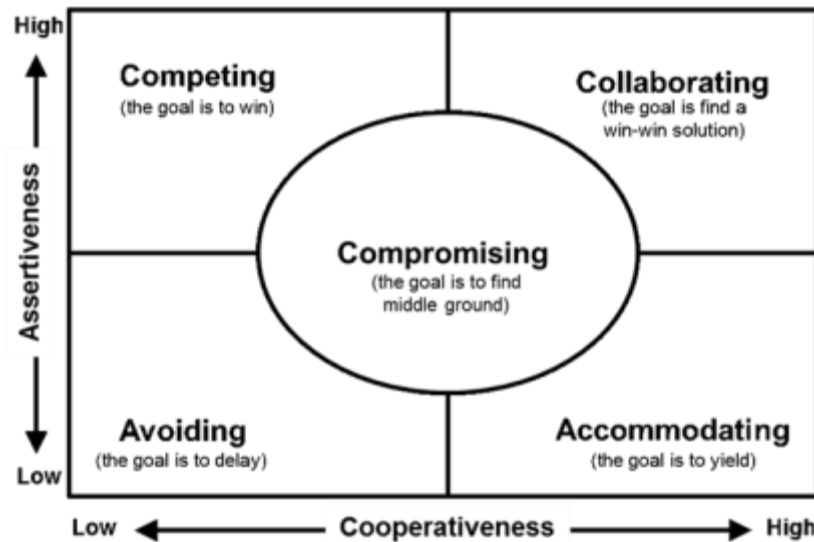


Negotiation

- **Negotiation** is a [dialogue](#) between two or more people or parties intended to reach a beneficial outcome. This beneficial outcome can be for all of the parties involved, or just for one or some of them. (Wikipedia)
 - 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. (Business Dictionary)
 - Discussion aimed at reaching an agreement: (Oxford English Dictionary)
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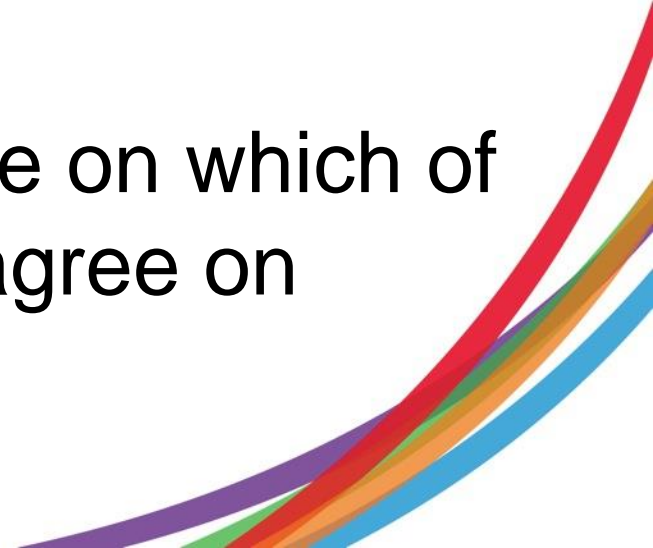
The 5 Negotiation Styles






- In your groups you have 5 minutes to discuss one particular style of negotiation:
 - When to use this style of negotiation?
 - What's the danger in using it?
- Feedback to the group

Paperclip Persuasion

- You have two minutes to think of as many creative, interesting, wacky uses for the paperclip as you can
 - You have 5 minutes to share your ideas in your groups and come up with 1 choice per group
 - You have 5 minutes to decide on which of the two choices you can all agree on
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Negotiation Strategies and Tactics


- Share information
 - Rank order your priorities
 - Go in knowing your target and your walkaway terms
 - Be Willing to Walk Away
 - Counter offers make both parties more satisfied
 - Keep a Poker Face
 - Use Silence and Time as a Tactic
 - Keep It Light
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The Job Offer




Final Do' s....

Do:

- Try to understand the customer's needs. Use questions to find out as much as you can about their alternatives and budget
 - Decide how important the deal is. Could it bring in more business or significantly boost your cashflow?
 - Set out your objectives and decide which are negotiable - but don't disclose these thoughts
 - Consider price, volume and timing and whether you will give a reduction on a larger quantity or for paying cash straight away
 - Listen carefully to what the customer is saying
 - Ask for a break if you need time to think
 - Summarise the decisions you have reached.
 - Shake on it - no one likes to back out of a deal
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and Don'ts

Don't:

- Appear too keen. If it's too obvious you need the deal, the price may get pushed down
 - Give any indication at the start that you might be willing to concede
 - Name a starting price or say you will accept a near offer
 - Make concessions too easily
 - Give unnecessary discounts. Other customers may find out and become resentful
 - Make last-minute concessions. If someone has agreed to buy, don't throw in extras free
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Questions

