

# The 9 steps to negotiate effectively

## and improve confidence

- Step 1. Arguments end with losers
- Step 2. Show respect for the other person's opinions
- Step 3. Admit when you are wrong
- Step 4. Encourage the easy yes
- Step 5. Talk less
- Step 6. Let the other person believe that it is their idea
- Step 7. Try honestly to see things from the other person's point of view
- Step 8. Dramatize your ideas
- Step 9. Throw down a challenge

# STEP 1

## Arguments end with losers

Nobody wants to be a loser. The challenge with arguing in a sales environment is that if you are the winner, then your prospect is the loser. Avoid arguments at all costs.

Reflection:

Which words, phrases or behaviors in your chosen conversation could be perceived to be argumentative?

# STEP 2

Show respect for the other person's opinions

You don't have to agree with them, but they are entitled to their opinion. Understand their reasons for their point of view and try to understand.

Reflection:

How would the use of a "Help me understand" question, potentially have changed the outcome of your chosen conversation?

# STEP 3

## Admit when you are wrong

Admitting to what you don't know or have got wrong will add weight to anything that you **do** know.

Reflection:

What mistakes have you made in past conversations, that if you admitted earlier would have improved the outcome?

# STEP 4

## Encourage the easy yes

To bring prospects around to your point of view, ask multiple simple yes answers. By answering yes to those questions, your prospect will find it easier to continue saying yes.

Reflection:

How could you turn a big decision into five or more small decisions?

# STEP 5

## Talk less

The biggest reason for a misunderstanding or failure to communicate effectively is not listening.

**Activity: Paired Active Listening**

**Reflection:** Is active listening a skill that you need to improve upon?

# STEP 6

Let the other person believe that it is their idea

Introduce your idea as questions and not statements. That way, your prospect can choose your point of view as their own.

Reflection:

How could you get somebody else to choose the option you want for your next meal?

# STEP 7

Try to see things from the other  
person's point of view

This may seem hard, but it is vital to show empathy when negotiating. Putting yourself in their shoes will help you understand why they think what they think. This angle will add substance to your side of the negotiation.

Reflection:

Roleplay examples of 'How important is it' questions with a sliding scale.

# STEP 8

## Dramatize your ideas

Whether you're selling a product, service or idea, enthusiasm always helps to convince. By simply becoming more charismatic when presenting your viewpoint, you will make it far easier for people to agree with your line of thinking.

### Reflection:

In pairs use enthusiasm and encouragement to help convince your partner that your meal choice is the right choice.

# STEP 9

## Throw down a challenge

Always finish your negotiations with a challenge or ultimatum. A good example would be "So, if I can get this done today, then are we OK to confirm the order now?"

### Reflection:

Build a quantity of if...then statements that will support a current negotiation that is important to you.

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