

# Negotiation & Influence

With David Alan Woodier B.Sc, Cert NLP Trainer

*Discover the Power of  
Effective Negotiation &  
Influence in daily life*



Inspiring excellence in daily action

## Negotiation & Influence with David Woodier

This workbook has been designed to be used in conjunction with the Negotiation & Influence course with David Woodier.

Unlike with larger folders, it has been designed so that you can carry it around with you. This way, you'll be able to practice and refresh these skills at your leisure as repetition is the mother of skill.

### Disclaimer

The material contained within has been collated through research, personal experience and NLP studies. It is intended for informative purposes only and no responsibility can be taken by the author for any loss, damage or injury occurring as a result of acting or refraining from action as a result of this material.

If however you have a particularly positive outcome as a result of using this information, I'd be delighted to hear about it and it may be contained in future editions.

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*Prepare by knowing your walk away [conditions] and by building the number of variables you can work with during the negotiation... you need to have a walk away... a combination of price, terms, and deliverables that represents the least you will accept. Without one, you have no negotiating road map.*

***Keiser***

# 1 Introduction

**Everyone wants to get the best they can for themselves and those they care about. Whether people realise it or not, negotiation is an integral part of life and the better they are at negotiating, the easier they find the path.**

Negotiation takes place at many levels: you could be discussing a magazine delivery from your local newsagent or buying a new or used car. You could be considering a pay rise or discussing the salary for a new job. All of these situations allow for negotiation. Although not always attained, people want to get the best deal they can.

Whether you work for yourself (or intend to) or work for someone else, becoming a master negotiator will ensure that you have the best skills you can to make the most out of the opportunities which you create or cross your path. This will ensure that if you are buying stock for your business, you get the best overall deal and if you are selling to someone else, that you avoid giving unnecessary discounts. In addition, you will understand how to prevent others using negotiating 'tactics' on you as you will be aware of them and therefore able to side step or counter them.

The uses of negotiating are endless as they cross from the realms of business through to relationships. Sometimes you will be negotiating the choice of restaurant or seeing the film you want to. A master negotiator will ensure that all parties benefit and that the outcome is a winner for all.

The skills and techniques covered in this workbook will be applicable in many aspects of life and are based on tried and tested methods, Neuro Linguistic Programming and human nature. The explanations will ensure that you know how to apply these systems appropriately because when you understand the foundations, it is easier to build the structure.

*“Your success and your failure are your own fault.”*

## 2 Goals & Outcomes

The purpose of this course is *not* to provide you with the information of a Master Negotiator. The purpose is to ensure that you know the path and *are moving* towards the outcome you desire.

To ensure that you get the most out, you must be committed to taking action – knowledge without action is *potential power*; it is only when you implement what you know, that progress is made – knowing that going to the gym is a good idea won't make you fit!

When exercises come up, enjoy and complete them as best you can. The only wrong answer is to not take part.

Take a moment to set some goals and outcomes for this program and as you progress through this workbook, return now and again to reflect and add details as appropriate. Goals are fluid so have fun and let's get negotiating ...

**2.1 Write down a few goals you'd like to achieve in this program**

**2.2 Why do you want these goals? This is the fuel that will keep you going.**

**2.3 How will you know you've achieved them – what specifically must happen – what's the final step?**

*“Trying to attain goals that you haven't identified, is like trying to come back from somewhere you've never been.”*

### 3 What is Negotiation?

**3.1 Which of the following do you believe it is possible to negotiate?**

- Buying a house
- Buying a second hand car
- Booking a room in a hotel
- Shopping at a market
- When buying stock with a marked price from a supplier
- When discussing repayments to your bank for a loan
- When buying a cup of coffee and a piece of cake
- When organising flights for a holiday
- When using a coupon for a special offer
- When asking for a pay rise
- Buying a new suit
- At a car park
- Getting a gym membership
- When organising a contract
- When selling your services
- When buying a meal
- When buying a stereo

**3.2 What does Negotiation mean to you?**

## 4 Assumptions & Beliefs

**4.1 What assumptions or beliefs do you have about negotiation?**

*“You can not question an assumption you do not know you have made.”*

*Dr R. Buckminster Fuller*

**4.2 Think of a time when you bought something and it didn't turn out to be exactly what you imagined. What were the specific assumptions you made?**

**4.3 See if you can identify all the assumptions in the following statement:**

*When you invest \$99 per month in this product, you will find that your financial worries will disappear. You and your family will benefit from the peace of mind that you are safe and cared for and when something happens, we will be there to look after you unlike those who don't invest with us.*



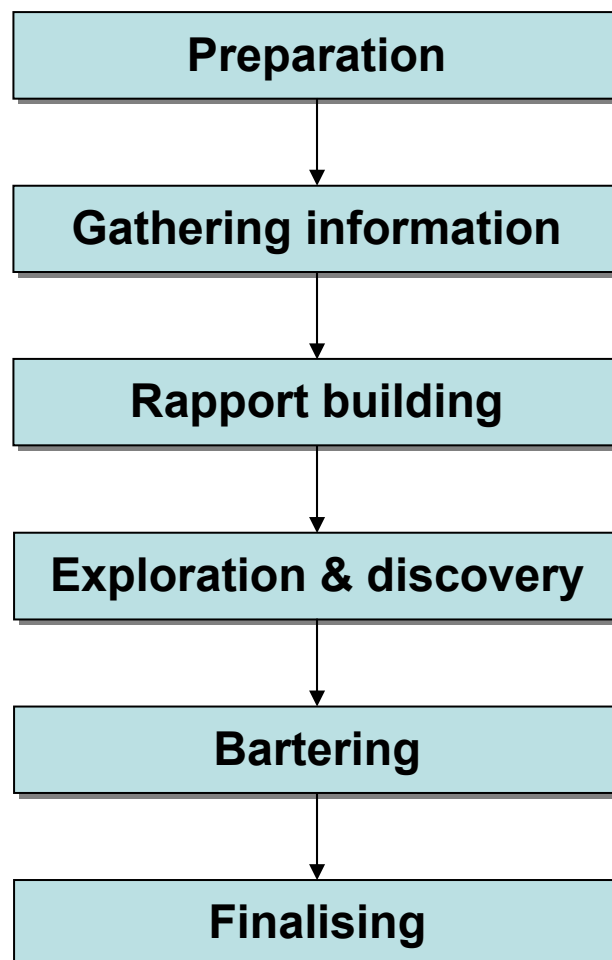
#### **4.4 Some Assumptions of Negotiation**

- You have to be tough and cold hearted to be a negotiator
- You have to lack integrity to be a negotiator
- You are manipulating people to do something they don't want to when negotiating
- Negotiating is obvious and logical
- When you win at negotiating the other party loses
- Knowing how to negotiate is only important in business

*“Remember, Negotiation is a game”*

## 5 The Process of Negotiation

Negotiation has a set of definable steps. These steps should take place in order and include the following. As you progress through the process, you may find that you return to certain former steps as the power or negotiation changes. For example, Gathering information should continue throughout the process and continue to maintain good rapport to ensure the best communication and a mutually positive outcome.



**The steps of negotiation**

## **5.1 Preparation**

In this stage you prepare yourself for the negotiation. This may include going on a course such as this, refreshing your notes or simply reflecting for a moment on the task ahead. There is a certain truth in the phrase, "If you fail to plan, you plan to fail," and negotiation is just the same. You've seen the difference in outcome when you go shopping with a list compared to when you go without one. This also involves getting in state and being ready for the task ahead.

## **5.2 Gathering information**

Here you collect information which is important to you regarding the other party. This phase also takes place during the Rapport building phase and it is important to continue to add more information to your collection as you progress.

## **5.3 Rapport building**

This involves interacting with the other party and creating an important connection. Some studies suggest that 83% of a sale is determined by how the sales person is liked so it is important here to create a positive connection. NLP teaches a full range of skills for creating conscious and unconscious rapport.

## **5.4 Exploration and discovery**

This is where you determine the guidelines for the rest of the process. You identify the high and low ranges and the authority and flexibility of the person you're discussing with.

## **5.5 Bartering**

This is where the 'wheeling and dealing' really takes off. **You must ensure that when you give a concession, that you always ask for one in return.** This is a golden rule.

## **5.6 Finalising**

This is where the details of the agreement are confirmed. In addition, you will be able to consider what will happen if any party forgoes on their obligation.

## 6 Traits of Master Negotiators

The following are a list of traits often found in competent negotiators. If you find some that you don't practice, you could focus on one trait per month you'd like to have and take the steps to make it nature.

1. They understand that life is a game ... hence seeing as negotiation occurs in life, it too is a game.
2. Before they begin to negotiate, they have a good idea of what they want.
3. They are confident in their skills of negotiation.
4. They listen to the reasons behind the requests to help people achieve their outcomes.
5. They understand that negotiation occurs every day and we are surrounded by it. How we deal with it will determine how effective we are at getting the results we desire.
6. Master negotiators enjoy negotiating and look for opportunities every day to hone their skills.
7. They negotiate with people, not institutions.

*“Games are often a reflection of behaviour in life.”*

**Wayne Berry**

8. They realise that EVERYTHING is negotiable.
9. They realise that negotiating is about an ongoing process and not a 'one off' sale.
10. They understand that creating a Win/Win situation where both parties feel that they have won ensures that the transaction has a future
11. They understand their limitations of finances, time or other resources. This is like knowing the pieces being used in the game.
12. They are aware that sometimes they may not get approval from others due to their requests. We have an intrinsic need to feel loved, however some people fear rejection so much that they don't put their requests forward and end up conceding to others' demands, creating internal resentment which can results in situations which are not win/win.
13. They are fair but can be unpredictable.
14. They have excellent sensory acuity. This allows them to read people and determine how their communication is progressing.
15. Master Negotiators realise that there is give and take in things and this is important to do. This is how business in this day and age is successful.

*“How you do one thing, is how you do anything...”*

## **6.1    *The benefits of being a Master Negotiator***

**6.2    *Now that you have an idea of what a Master Negotiator thinks, write down 9 benefits you believe that negotiators enjoy.***

*“Communication is the response you get.”*

## 7 Creating Rapport/Trust

Rapport is a fundamental part of negotiation. If you are in rapport with someone, they will listen to you and give you space and time to explain what you mean. If, however, you are not in rapport with someone, then communication breaks down and it is difficult to make progress.

An understanding of these tools is an excellent asset to have and below is brief overview.

### 7.1 Theory of Communication

According to studies, communication is:

- 55% physiology
- 38% tonality
- 7% words.

By this rationale, words themselves have very little influence and the way you convey your message is over 9 times more important than what you say. Later we will discuss power in negotiation and you will find that the most important thing about having power is you believing that you have it. There are many ways to create self-belief and confidence. These will not be discussed in depth right now; however an interesting perspective is that men (or rather male energy) builds confidence by having purpose and female energy builds confidence by being understood. This is by no means a hard fact, however you men out there – step up in your purpose, and you will naturally build your confidence & masculinity. More details are available at the **Insider Relationships** Workshop.

*“People like people like themselves, or how they would like to be.”*

## 7.2 **Modalities**

There are 3 modalities with which we predominantly communicate. These are methods or styles of communication. Predicates are words which suggest one of these modalities and it is valuable to identify these as they will aid you in creating rapport.

- Visually – with pictures
  - I can see what you're saying
  - In view of
  - I get the picture
  - I can see where this is going
- Auditory – with sounds or words
  - That rings a bell
  - That clicks
  - Tell me what you think
  - Describe in detail
- Kinaesthetic – with feelings, emotions or touch
  - That feels right to me
  - I'm getting a grip on it
  - Lay your cards out
  - Lets throw a few ideas around

## 7.3 **Process of Communication**

The major elements of rapport in their appropriate areas are:

<b>Physiology</b>	<b>Tonality (of voice)</b>	<b>Words</b>
Posture	Tempo	Predicates
Facial expressions	Volume	Key Words
Breathing	Tone	Content
Blinking	Timbre	
Muscle tension		

Rapport can be established by matching and mirroring.



The following steps will help you gain rapport with someone:

### **7.3.1 Match their modality**

If you are in the same modality as someone using their words and style of communication, they'll understand your message better.

### **7.3.2 Physically match and mirror them**

If you copy their posture and actions, they will unconsciously (or perhaps even consciously) think to themselves something like, "Hey, this person is like me, that's pretty cool." As a result of the natural instinct that we like people who are like ourselves, matching and mirroring is very powerful.

### **7.3.3 Match their voice**

This means speaking in a similar way as the person to whom you're addressing. Match their volume, tempo and tone. In addition, if you use similar words to them, this will improve rapport.

### **7.3.4 Match their common experiences**

This is the typical style of rapport that people notice and is based on identifying similar experiences which have happened to you both.

There is plenty more that could be covered in Rapport; however we've covered some of the fundamentals and with knowledge of these alone, you'll be able to create rapport with anyone you meet.

If you'd like to know more about this topic, please contact me and I'll give you details.

## 7.4 Compliments

Another way to create a connection and gain rapport is to give effective compliments. We all want to be appreciated and when you give effective compliments, both parties benefit as a connection is reinforced and this allows communication to continue more easily.

Also, if you *notice* something positive (especially something subtle) and make the person aware of it, it is likely that they will enjoy the connection. "I *noticed* that you stayed late two times last week in the office. Thanks for that."

### 7.4.1 Compliment formula

When complimenting something specific of someone, it is more notable to mention something which is less obvious as it suggests that more thought has gone in to the statement. If someone has beautiful long blond hair, then mentioning this will not have as much of an impact as if you were to mention the fact that you like their taste in music or something else more subtle.

Below is an excellent formula for giving compliments which avoids the awkward silence that sometimes occurs. It also allows you to continue a conversation.

<b><i>State the compliment</i></b>	<b><i>Justify it</i></b>	<b><i>Ask a related question</i></b>
XYZ...	...reason I say that is because...	How do you do that?

#### **Example:**

*I like that watch you have on. I say that because I have always had an interest in jewellery and that piece really stands out. Do you mind if I ask you where you bought it?*

### 7.4.2 'Action' compliments

Another type of compliment is an *action compliment*. This has the benefit of being unobjectionable. The idea with this type of compliment is that you compliment the action as opposed to the specific thing; by adding a related question, as in the formula above, you can continue your dialogue.

**Examples:**

*I really appreciate the way you listen.*

*I like the way you make milkshakes.*

*I think that you have a wonderful way of seeing things.*

**7.5 Think of 3 compliments and construct them using the formula.  
Notice how you feel when you give these compliments.**

*“Giving compliments in this way is particularly beneficial as  
they gain, you gain and you learn.”*

In addition, give 3<sup>rd</sup> party compliments about others as a wonderful way to give something back. It allows people to realise that you care and they will feel great when they hear that you complimented them behind their back. Do this by simply telling others how good or what you like about other people.

## 8 Power in Negotiation

Whenever we negotiate, there are times where we feel in control of the situation and there are times when we don't. There are times when we have the upper hand and times when that switches during the same transaction. There are times when we feel that we are holding all the cards and others when we fear losing everything.

The key element here is the *Power*. There are a number of areas where power can be harnessed or created which allows you to negotiate more effectively. In itself it is neither positive nor negative, it is how it is used which determines the outcome. Hitler and Nelson Mandela both had a lot of power over people – it goes without saying that there was a stark difference in how they used it.

### 8.1 *Where does Power come from in Negotiation?*

Can you think of a situation where you were negotiating something but were not attached to the outcome? Say for example when considering purchasing roadside recovery. As your vehicle appeared to be running well you may have considered not renewing, even if you were offered two years for the price of one? Compare this to the scenario where you are sitting in your car on a hot summer's day, 38°C in the shade, your car having broken down and now refusing to start. You have roadside assistance on the phone: do you think that you have much power to negotiate, even if they told you that you that there was a \$100 premium and you had to buy two years at the current one year price if you wanted roadside assistance today?

In this instance, where you have a high need, you have low power and vice versa.

## 8.2 Sources of Power in Negotiation

POWER

If you think you have it, you have it

POWER

If you DON'T think you have it, you DON'T have it

### 8.2.1 Attitude Power

One of the most powerful sources of power in negotiation is Attitude Power.

Being powerful is a state of mind. If you are in a situation where you feel that the power is on your side, you will act more resourcefully and the chances are that you'll be less emotionally attached to the outcome and therefore more likely to negotiate comfortably. When you're in this powerful state it is very easy to negotiate. In addition, it is a virtuous circle – you feel powerful, therefore you do and say things confidently, therefore you make progress and this supports your state.

If you have the attitude of failure, then you should not negotiate in that state – it will encourage outcomes which you may not desire.

Similarly:

POWER is a Perception is Reality

*“If you believe you can, or you believe you can't, you're right.”*

### 8.2.2 Commitment Power

One of the strongest forces in any human is the need to keep consistent with their identity. As a result of this, when we say something we feel that we should stay committed to it. This is also supported by the fact that in society, we attribute certain name tags to people who are inconsistent – liar, cheat etc.

By this rationale, if someone is committed to an outcome, they will have created power within that paradigm. In today's business or life terminology, this can be translated as Passion. If you reflect on entrepreneurs who are considered successful, you will find that 99% of them are passionate about something and committed to making it happen – that's how Richard Branson has been successful taking

on global monopolies and Dick Smith has taken some market share in his areas of business.

In addition, having a set of values to which you are committed will give you certainty which will reinforce your attitude power.

### **8.2.3 Rapport Power**

As we know, being in rapport with the other party is a mutually beneficial situation. This can create power in itself. Sometimes you do not want this power used against you, therefore you can defer to a higher authority. This takes you out of rapport to a certain extent which is also a source of power.

Sometimes it is worth avoiding contact with someone if you don't want to create rapport as the more time they spend with you the more rapport you create and the more likely you are to be flexible to accepting their offer.

Once we have created rapport with someone, they are much more likely to give you benefits that they wouldn't give others. A simple example is the feeling of giving our friends a better price than a stranger for our product or when selling a car etc. One of the fundamental differences is that we have rapport with our friends.

### **8.2.4 Strategy Power**

Those who have created a strategy or plan to follow are more likely to succeed than those who are 'winging it.' This is due to the fact that they are less likely to get emotionally attached as long as they follow their plan. Stick to your desired outcome and it is likely that you will succeed due to the power that this holds. In addition, if something happens to take you off track, you can come back to your original purpose easily.

#### **8.2.4.1 Unpredictability Power**

This is simply the fact that if you are predictable, then the other party will be able to work you out and therefore they have power by knowing your strategy or style. On occasions you could disagree with items that they may have thought you would agree on and this will ensure that you keep them on their toes.

### **8.2.5 Legitimacy Power**

This is the fact that a price quoted over the phone holds less power than a printed and laminated price list. People are less likely to argue over a printed list as it appears to be 'official'. Price tags and proposals also work in this way. Remember to be aware of this and to understand that prices and proposals can be changed. It will only hold power if you allow it.

### 8.2.6 Information Power

The more information you have, the better your ability to verify or question information given to you and the more resources you have in your toolkit. Whenever you are given information, verify it as misleading information is a powerful tool and this can be used against you. Do not assume – remember ass-u-me. If in doubt, ask questions.

*“Dumb is smart in negotiating”*

*Wayne Berry*

### 8.2.7 Time Power

The more time you have, the more power you have.

More Time = More Power	Low Time Pressure = High Power
------------------------	--------------------------------

In a nutshell, if you have to sell your car as you are leaving the country, then you have very little power to negotiate. Similarly, if you are looking for the house of your dreams and you enjoy house hunting, then you have more flexibility in deciding which house you want and more power in negotiating.

Also, deadlines only contain power if they are believed. More often than not, you can use a deadline to encourage someone to make a decision, however if someone is using one on you, simply ask for the deadline to be moved for you to make a decision. Reflect on some of the ‘Last minute, buy now or you’ll miss the chance’ deals you’ve seen in the papers or on TV ... more than once! Doesn’t that illustrate something to you!

#### 8.2.7.1 Investing Time

Generally the more time someone invests in you, the more of their energy they have spent on you and the more likely they are to want to get some return on their investment.

As an example, if you are looking at a new car and you return a number of times to the same car dealer and take up a lot of their time showing you the features, test driving it and showing your friends, then the likelihood is that that salesman will be more willing to compromise on price or offer some extras as they have invested a considerable amount of their time on you. Be aware that others will use these skills too.

### **8.2.8 Risk Power**

The more you are willing to risk, the greater your power. This is illustrated by the historical story of the battle ships which, before landing were ordered to be set on fire by the captain. He decided to risk everything and as a result, even though they were outnumbered by over 10:1, the troops fought the battle and won.

Similarly, if someone is willing to lose their job to negotiate a higher salary, they are more likely to succeed than someone going into the situation half heartedly.

If you want to give assurance to the other party, you can minimise their risk by offering money back guarantees and the like.

#### **8.2.8.1 Walk Away Power**

Related to Risk Power, this is the ability to walk away from the offer and play the reluctant buyer. If you are willing to walk away and lose this deal, you may find that the other party wants the deal even more than you and will concede to your requirements. To walk away in a way which allows them to make another offer, you could say something like, "I'd like to do business with you, however we can't so I'll have to say goodbye." Then turn and begin to walk out.

NOTE: There is no reason that you can not go back later and ask to open the negotiation again. Ideally, have an appropriate logical reason and realise that pride may prevent some people from doing this – don't let pride prevent you from achieving the win/win situation you desire. Also, often you'll laugh about the fact that you used this tactic with them afterwards!



## 9 Negotiation Tactics

The following section contains a number of ideas which can be referred to as strategies or systems, tricks or ploys. Whether you like them or not, if you are to become a Master Negotiator, then it is important for you to know that they exist.

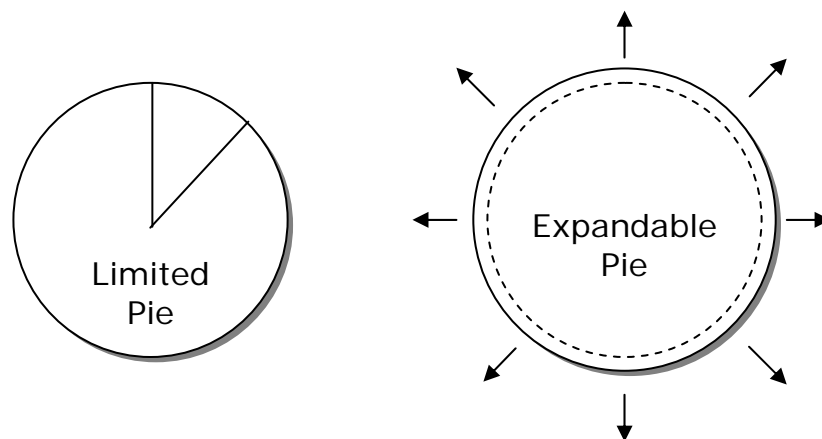
There will be times when people use these tools unknowingly and there will be times when people use them expressly – you can be the judge of that.

They are contained here for you to acknowledge and use as you see fit. If there are some you do not like, then simply do not use them.

A word of warning ... it is a universal law that what you put out comes back to you (some say 10 fold). By that rationale, only use ideas which run in alignment with your values and integrity.

### 9.1 *Limited Pie and Expandable Pie Negotiation*

Finally, before we begin learning the specific tools, it should be noted that there are two predominant types of negotiation. These are a *Limited Pie* and an *Expandable Pie* negotiation.



### Limited Pie and Expandable Pie Negotiation

The concept behind these is the fact that a one-off negotiation leads to a finite benefit to both parties. This kind of negotiation does not leave room for further purchases and you'll notice a number of salespeople who do this. An example is buying a second hand car.

Master negotiators aim to turn any limited pie negotiations in to expandable pie situations as this allows further transactions to take place resulting in a greater total benefit.

*“Every action should be judged, by the intention behind it.”*

*David Alan Woodier*

## **9.2     *The Nibble***

This suggests that you can often get a little more, even after you have confirmed the order.

“Obviously that includes delivery ...

... and installation” – this also includes the NLP technique of calibration to determine how much extra can be added.

### **9.2.1    The counter tactic to The Nibble**

Subtly make the other person feel cheap.

## **9.3     *The Flinch***

The principal of flinching is that you physically react and exclaim whenever an offer is made.

## **9.4     *Higher Authority***

Defer to a Higher Authority for the decision to be made.

### **9.4.1    The counter tactic for Higher Authority**

Find out who can make the decision and speak to them.

### **9.4.2    Counter to the counter tactic**

Have a faceless board, group or committee who are making the decision.

## **9.5     *The Bottom Line Tactic***

Re-iterate the time and effort that they’ve put in and then turn to leave saying that it’s just not quite what you wanted – too many features perhaps. Just as you do this, ask what the best price is that you can get.

Once they give you their bottom line, open the negotiation again perhaps getting some extras thrown in. Remember to avoid assuming.

## **9.6 The Vice**

Use *The Flinch*, then, "You'll have to do better than that!"

### **9.6.1 The counter tactic for The Vice**

"Exactly how much better will I have to do?"

## **9.7 The Good Guy/Bad Guy Tactic**

As this is used, there will be two people, one on 'your' side and the other against you. They will create the illusion of helping you however this is not the case – they're in it for them!

### **9.7.1 The counter tactic for the Good Guy/Bad Guy**

The best way to deal with this is to simply tell them that you realise that they're using a ploy.

*A ploy perceived is no longer a ploy.*

## **9.8 Set Aside Tactic**

This is for avoiding impasse situations where they have criteria which you can not deliver on i.e. 120 interest free credit.

"Lets just set that aside for a moment whilst we determine what else is important to both of us, fair enough?" ... and physically move it.

## **9.9 Hot Potato Tactic**

This is to test the validity of a 'set' budget.

"Fine, I understand, however if I find a house which is just outside your budget, should I show it to you, or only show it to my other buyers?"

This will determine there flexibility. "So who set the budget?"

### **9.10 *Splitting the Difference***

Split the difference 50:50 then defer to a higher authority who says no. Split the difference again and illustrate that the difference is only say \$500 and that would you stop this sale happening as a result of only \$250.

The skill is getting the other party to suggest splitting the difference.

### **9.11 *Minimising Tactic***

This is simply taking the cost of the product and spreading it over a period of time. This minimises the cost.

"The cost of this course works out to be \$5 less than the price of a sandwich and drink per day – your quality of life is worth more than that, isn't it?" This is an annual cost of \$1,800.

### **9.12 *Walk Away Tactic***

As long as you're willing to walk away respectfully, you are exercising a powerful action which can result in the other party re-opening the negotiation with a better offer for you. There is no such thing as a once in a lifetime offer.

### **9.13 *Delaying and Stalling***

You can delay or stall to get people to lose power in the area of time. Salespeople usually have to make sales targets by the end of the month. This is a deadline they set on themselves and can be to your advantage. You could even ask what they would be willing to give you if you purchase this month so that they hit their targets.

Don't get fooled by other people's deadlines – check that they are valid and if not, realise this.

#### **9.13.1 *The counter to Delaying and Stalling***

Tell them that you know what they're doing. In addition, give them a deadline for the resolution of negotiations!

## **9.14 The Pre-Condition Tactic**

Give them a condition in advance saying that you're only willing to negotiate if they give you this condition in advance i.e. sole distributor

### **9.14.1 The counter to the Pre-Condition tactic**

Use the Set-Aside tactic and begin negotiation anyway.

## **9.15 The Precedent Tactic**

Use another case you know of where they got a great price and start negotiating from there.

### **9.15.1 The counter to the Precedent tactic**

Insist on the uniqueness of the case in hand. "That was then, now is now. The circumstances now *are* different. This is a different situation entirely."

## **9.16 The Withdrawn Offer Tactic**

Say that there has been an error and the offer was too low and will have to be requoted. They may say that it's too late as they've accepted it which works very well with people who 'move away from' situations. They want what they can't have.

## **9.17 *Fait Accomplis***

This is French for 'done and dusted'. Use this in situations where you want a certain outcome and basically set it up so that there is no other option.

For example, if you wanted to buy a certain piece of furniture for your house and your partner wasn't sure, you could simply move all the furniture, get the piece delivered on trial and have it installed and then start the negotiation.

### **9.18 The Decoy Tactic**

Simply ask for things that you're not bothered about having in the deal so that you can get rid of them later for things that you do want. i.e. if you had transport for a large bed and were happy to pick it up yourself, you could ensure that delivery was quoted in the price, get a commitment of the value of it and then ask for that amount taken off the price for organising the transportation yourself.

### **9.19 The Puppy Dog Tactic**

This is anything you do to get the other party emotionally involved before the negotiation is finalised.

### **9.20 The Call Girl Principle**

This gets its name from the fact that the value of a service rendered often diminishes very quickly after they are given. This is why consultants negotiate their fees up front.

*“Never forget the power of silence, that massively disconcerting pause which goes on and on and may at last induce an opponent to babble and backtrack nervously.”*

*Lance Morrow*

## **10 Tools of Persuasion**

There are a number of psychological tools which when employed elegantly and with integrity will allow you to encourage people to a certain way of thinking. These specific words, triggers and social conditioning take us out of the conscious evaluating mind and put us on autopilot.

### **10.1 6 Unconscious Tools of Persuasion**

#### **10.1.1 The 'Because' Frame**

When you use the word 'because' when joining two related sentences, the person you are speaking to will often agree with the first phrase, simply because you said the second phrase.

#### **10.1.2 The Law of Reciprocation**

This is the law that states that due to our social conditioning, if someone does something for you, you will feel the need to do something in return.

### **10.1.3 The Law of Contrast**

This law is based on the fact that if something has a certain frame of reference then by changing the frame, the object is also perceived to change.

The way to use this law is to set someone up with a frame which is far more intense than the one you want them to agree to. You must ensure that they believe that you really want what you're asking for. Then change the frame of reference by reducing to a daily cost (for example).

*Can you afford a two day course which costs \$850? How about a course which costs \$3 per day for a year? Which one is more expensive?*

### **10.1.4 A Double Bind**

This is an option which gives the other person the *illusion of choice*. "Would you like me to come around on Wednesday or Thursday? In the morning or the afternoon?"

This is a tool used by many sales people and you must be aware that you don't have to choose any of the options given. Recently the concept of triple binds has surfaced.

"Would you like that in red, blue or another colour?"

The key is to use the word OR between the options and also to keep speaking after you've given the choices.



### **10.1.5 Social proof**

When more people agree on a certain topic or follow a particular idea, other people are more likely to accept it. There is often a certain unspoken thought that "*they can't all be wrong.*" If many people are doing something, it appears to be more acceptable.

### **10.1.6 Commitment and Consistency**

As mentioned elsewhere, one of the strongest needs we have as a human is to stay consistent with our beliefs. As a result, if you get people to make small commitments consistently, then they're like a train gathering speed. The more consistent they are, the less likely they will be to change their direction. If they become consistently inconsistent, society will often brand them unreliable which is not what people want.

## **10.2 Some useful NLP techniques.**

### **10.2.1 Not suggesting ...**

*“You can’t think about what you don’t want to think about without thinking about it”*

As a result of this, whenever you suggest to some that they shouldn’t think something, they will immediately think of it. For example, DO NOT imagine what the sea would look like if it were orange.

### **10.2.2 Tag Questions**

To help people become consistent and agree with you a lot, use tag questions. These include: wouldn’t it, shouldn’t it, couldn’t it, don’t you, wouldn’t you, isn’t it ...

### 10.2.3 Agreement Frame

So that you can keep rapport in many situations you can use the Agreement Frame. This allows you align and redirect any disagreements. Simply appreciate, respect or agree with what the person says and then add the word, 'and' followed by another sentence in the direction of what you want. The word 'and' ensures that the first sentence is not negated. If you use the word 'but' you'll find that the meaning and feeling of what you say changes dramatically. Here's an example when asking for a pay rise (also including a Tag Question):

"I appreciate that you have limited resources to pay salaries, and I know that keeping good staff is important to you. That is true, isn't it?"

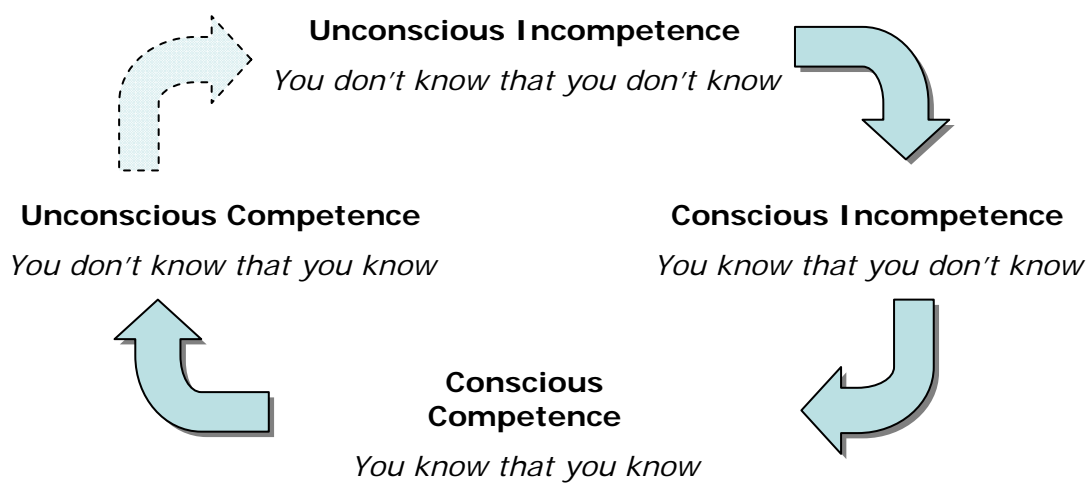
## 11 Further Action

CONGRATULATIONS – now that you have completed this workbook you now have a set of negotiation skills under your belt!

That means that you have the tools to build your negotiation skills for yourself and your friends for now and the future.

### 11.1 Levels of Competence

The outcome of this program is to ensure that you have a selection of these negotiation tools available to you as second nature.



### The Levels of Competence

For some, you have just moved from the level of unconscious incompetence, to a place of conscious incompetence. The good news is now you know what you didn't know which means that you can move on to learning it till soon you'll be in a place where it is your nature.

## **11.2 Easy 30 day plan and a Guaranteed prize!**

If you want to become a master at negotiation, simply chose 3 skills which you like and over the next 30 days, practice one for 10 days.

Write down in a journal or notebook what the skill is and each morning ideally write down three reasons why you know that learning this skill will be of benefit to you.

As you use them during the day, congratulate yourself each time you employ a technique and notice how much time and money you're saving.

Since you've put all the effort in, at the end of 30 days, you deserve to go out and treat yourself to a \$90 treat – that's \$1 for each day and each skill.

*Fly High!*

*Go on – it's your life, live it, love it and  
give it everything you've got!*

*David Alan Woodier*

*“The voice can not carry the tongue, or the lips that gave it  
wings; alone must it seek the ether.  
And alone and without it’s nest shall  
the eagle fly across the sun.”*

***Kahil Gibran, The Prophet***