

Defined Objectives..... Negotiate Like A Pro.

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Throughout our lives we are coached by parents, teachers and business leaders to “plan our work and work our plan”. In short, the “plan our work” part means that we should be wise with our time, implement our skills to their highest and best use to achieve goals.

Sounds easy.

One would think then as we get ready to head into a negotiation of any kind that the first thing we would do is to sit down and plan our work with objectives that are measurable, quantitative and qualitative.

It would also stand to reason that if we are going to negotiate with an opponent and sell/argue our position that we would take the time to clearly think “their position” through so that we have all possible counter arguments researched and in place to help us achieve the best outcome for our side.

Makes sense.

Surprisingly, a large percentage of the time private citizens and business professionals walk into negotiations with little more than their “wish list” for a positive outcome.

In other words, we push our stuff up on to the table for “them” to see and try to convince the other side that they should comply with our needs or else.

Visualize us walking into an Automobile Dealership and telling them we need a car. We need their best deal! We want a discount! Then we ask them what deals they’ve got!

Oh Oh!

This is just about the time “we” get creamed, back-peddling as we try to digest a barrage of unanticipated data, information, figures and defensive emotion from the other side.

As it turns out they were better prepared than we were and actually sold us on their needs and we ended up buying into a scenario that we had not counted on.

How did that happen?

Let's go back to the beginning of "planning our work and working our plan". Its cliché-ish but astute. Those who take the time to;

- 1) Write down objectives in ranked order of importance
- 2) Attach a dollar figure to each objective
- 3) Do the above for the other side
- 4) Imagine and list "their" arguments
- 5) Take the time to think about and understand "their" needs
- 6) Have empathy for "them"
- 7) Will understand the expectation gap between "us and them"
- 8) Will be in the best position to persuasively pull "them" toward us
- 9) And, close a wise and profitable deal that fulfills both "us and them"

This is how pros make closing deals look so easy. They take the time to learn as much as possible about the other side. Pro's rank, quantify and match their needs and objectives against their opponents. Pros measure risk, have empathy, build a plan and positively plan their work to completion.

Top Pros even sit down after a successful deal has been completed to try to pinpoint their own short comings in the negotiation to try to get better for the next time. The best negotiators are students who always learn from "them" and improve.

Negotiate like a Pro!