WIN-WIN NEGOTIATIONS
DEVELOPING THE SKILLS OF A LEADER: **WIN-WIN NEGOTIATING**

![Diagram](image-url)

The diagram illustrates the concept of win-win negotiation with four scenarios:
- **I win, You lose**
- **I lose, You win**
- **I win, You win**
- **I lose, You lose**
WHAT IS NEGOTIATING STRATEGY
NEGOTIATION STRATEGIES

- I win
  - You lose

- I lose
  - You lose

- I win
  - You win

- It's a deal

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SKILLS FOR NEGOTIATING WIN-WIN SCENARIOS

- Separate the people from the problem
- Focus on interests, not positions
- Invent proposals that are mutually beneficial
- Use objective criteria to evaluate proposal

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COMMUNICATION SKILLS FOR NEGOTIATING WIN-WIN SCENARIOS

- Be aware of your communication with yourself and others
- Effectively use and interpret verbal messages
- Effectively use and interpret non-verbal messages
- Listen and respond thoughtfully to others
- Appropriately adapt messages to others

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PREPARING FOR A SUCCESSFUL NEGOTIATION...

**Goals**: what do you want to get out of the negotiation? What do you think the other person wants?

**Trades**: What do you and the other person have that you can trade? What do you each have that the other wants? What are you each comfortable giving away?

**Alternatives**: if you don't reach agreement with the other person, what alternatives do you have? Are these good or bad? How much does it matter if you do not reach agreement? Does failure to reach an agreement cut you out of future opportunities?

**Relationships**: what is the history of the relationship? Will there be any hidden issues that may influence the negotiation? How will you handle these?

**Expected outcomes**: what outcome will people be expecting from this negotiation? What has the outcome been in the past, and what precedents have been set?

**The consequences**: what are the consequences for you of winning or losing this negotiation? What are the consequences for the other person?

**Power**: who has what power in the relationship? Who controls resources? Who stands to lose the most if agreement isn't reached? What power does the other person have to deliver what you hope for?

**Possible solutions**: based on all of the considerations, what possible compromises might there be?
WHAT IS SUCCESS?

1. Does the agreement further your personal long-range goals? Does the outcome of the negotiation fit into your vision statement?

2. Does the agreement fall comfortably within the goals and limits that you set for this particular negotiation?

3. Can you perform your side of the agreement to the fullest?

4. Do you intend to meet your commitment?

5. Based on all the information, can the other side perform the agreement to your expectations?

6. Based on what you know, does the other side intend to carry out the terms of the agreement?
12 RULES FOR WIN-WIN NEGOTIATING

1. Listen carefully to the other party. Don't interrupt the other party, don't spend your *listening time* figuring out how you're going to shock the other party when he or she finally stops talking. Most people carry on an inner dialogue with themselves while listening to others.

2. Be open and flexible. This will also allow the person you are negotiating with to be open and flexible.

3. Ask questions that will uncover the needs or interests of the other party.

4. Try to offer more than one solution to the problem. If the person you are negotiating with knows that she has more than one option, she will not feel as if she is being forced into an agreement.
5. Separate people from the problem. You may not like the person you are negotiating with.

6. It’s not enough to know what you want out of negotiation. You also need to anticipate what the other party wants. The smart negotiator also tries to anticipate what the other party thinks he or she wants.

7. If you have created the grounds well, be willing to say "no" to the person you are negotiating with if his demands are unacceptable. A bad agreement is much worse than no agreement.

8. See to it that the other party wins, especially if it does not compromise your position. A happy opponent will not mind making you happy in return! Instead of "If you will do this, then I will do that" we should ensure that what each party has to bring to the negotiated deal creates more value than the sum of the parts that each contributes. Negotiation should bring about added value.
12 Rules for Win-Win Negotiating

9. Be patient. Negotiating what you want may take more time than you think.
10. Know what a win is. What is your best-case scenario? What is your worst-case scenario? The area in between is called settlement range. If you can reach an agreement within your settlement range, that’s a win! Stop when you will, not when you ‘defeat’ the other party.
11. Know your best alternative to a negotiated alternative (BATNA) Best Alternative to a Negotiated Agreement.
12. Know the other party’s BATNA.
WIN-WIN NEGOTIATING: Let’s Put This In Action
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To schedule a live event with Tami C. Gaines, to join her community or purchase her products, visit www.tamigaines.com.