

SP Sales Protocol
WE THINK YOU GROW




NEGOTIATE TO WIN

Center for Women's Business Advancement | Southern New Hampshire University

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Positional Bargaining

- Get as much as you can
- Whoever wins the most, wins the deal
- Whoever gives the most, loses
- Competition: Winners & Losers
- Use BATNA as a threat to walk



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BATNA

- Best
- Alternative
- To
- Negotiated
- Agreement



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<http://www.youtube.com/watch?v=YjyGJ0x2Fok>

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Positional Bargaining

- Get as much as you can
- Whoever wins the most, wins the deal
- Whoever gives the most, loses
- Someone is always more powerful
- There is always a winner and a loser
- Use BATNA as a threat to walk

CONCESSIONS



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Steps to Conceding

1. What you can offer?
2. Prioritize
3. Determine value
4. Agree to 'The plan'



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Document

1. Put it in writing
2. Send a \$ 0 invoice
3. List value
4. Deliver!



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Positional Bargaining

SUMMARY:

- Negotiator's job is to win
- Incentives based on deal
- Pie is fixed



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Let's Negotiate



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1978 Camp David Accords

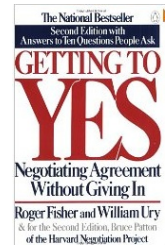


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Principled Negotiations



Breakthrough



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STEP 1:

Separate People from Problem



** Getting to Yes, R. Fisher, W. Ury, B. Patton*

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STEP 2:

Focus on Interests, Not Positions



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STEP 3:

Invent Options for Mutual Gain






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STEP 4:

Insist on Using Objective Criteria



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Tools: One Step





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Other Tools:

- 3rd Party Mediation
- Blue Sky
- SWOT
- The "I"
- Brainstorming
- Preparation
- Strategy
- What If?



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Principled Negotiations

- Separate People from Problem
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- Invent Options for Mutual Gain
- Insist on Objective Criteria * Getting to Yes, R. Fisher, W. Ury, B. Patton





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Positional Bargaining:

Fighting over one Pie





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Principled Negotiations:

Make more Pies!



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Tips & Techniques

- **Be Inclusive:** Enlarge your Tent
- **Be Prepared:** Be Credible
- **Be in the Shadows**
- **Be Transparent:** Build Trust



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Resources

- **Getting to Yes: Negotiating Agreement Without Giving In**
R. Fisher, W. Ury, B. Patton, 2nd Edition 1991
- **Harvard University, Program on Negotiation**
<http://www.pon.harvard.edu>



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