

Agenda & Expectations

GIVE SOME TOOLS → **KEEP DOING WHAT YOU'RE DOING** → **TIME-FRAME**
1:30-5:30 PM

↓

INTERACTIVE, GROUP, FUN! → **I'VE NEVER BEEN IN YOUR SHOES** → **BEHAVIOR, ATTITUDE, TECHNIQUE**

↓

HANDOUTS → **BS RULE**

4 hrs Is Tough

Group Discussion

Time: 10 minutes

- Work in your groups to list top 3 Negotiation challenges that would make the time (in this session) worth it if we could help you solve it.
- Don't mention any "uncontrollable" challenges (i.e. economy, pandemic, monetary policy changes, law changes, etc.)



Top Negotiating Challenges

How to negotiate without giving away the most money, incentives, etc.

How to separate yourself from your competition

How different personality styles affect the outcomes

How to diffuse “Bombs” before they blow up at the end of the process

How to handle indecisive negotiators

How to build and maintain trust throughout the negotiation

How to avoid giving concessions with nothing in return

What factors help us have more leverage in a Negotiation

Not knowing the main factors that help us negotiate more effectively

What else?



Group

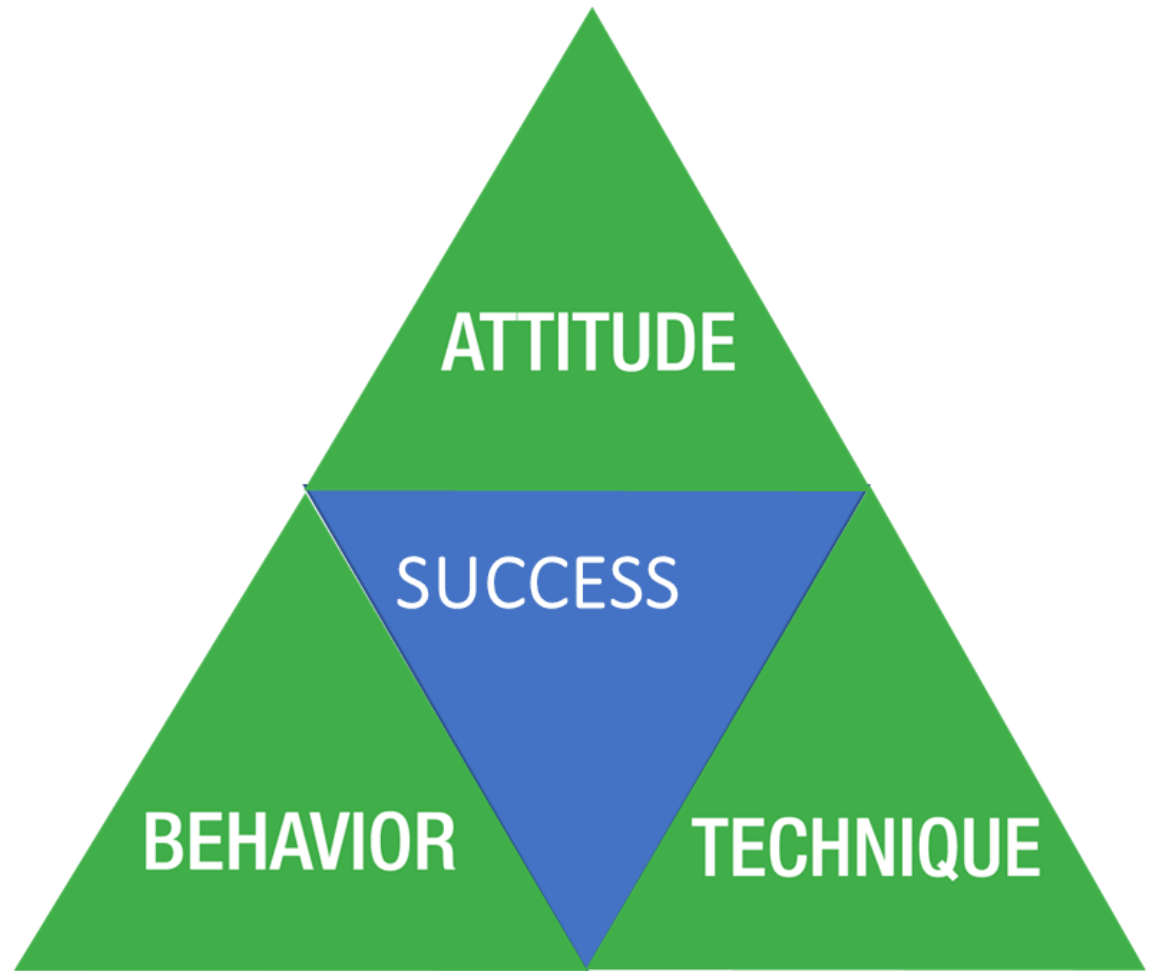
Time: 8 minutes

Leader: Most Siblings

- What's the definition of Negotiating?
- Why do some people dread Negotiating?
- What information makes you most confident in your Negotiations?
- When do Negotiations really start?

SANDLERSM

Three Areas of Focus



You Can't Be a
Good
Negotiator
Without
Leverage



“Give me a lever long enough, and a place to stand, and I will move the world.” – Archimedes 230 B.C.

Leverage Sources

1. Beliefs

2. Needs

3. Emotion

4. Time

5. Relationships

6. Understanding

7. Ownership

8. Skill

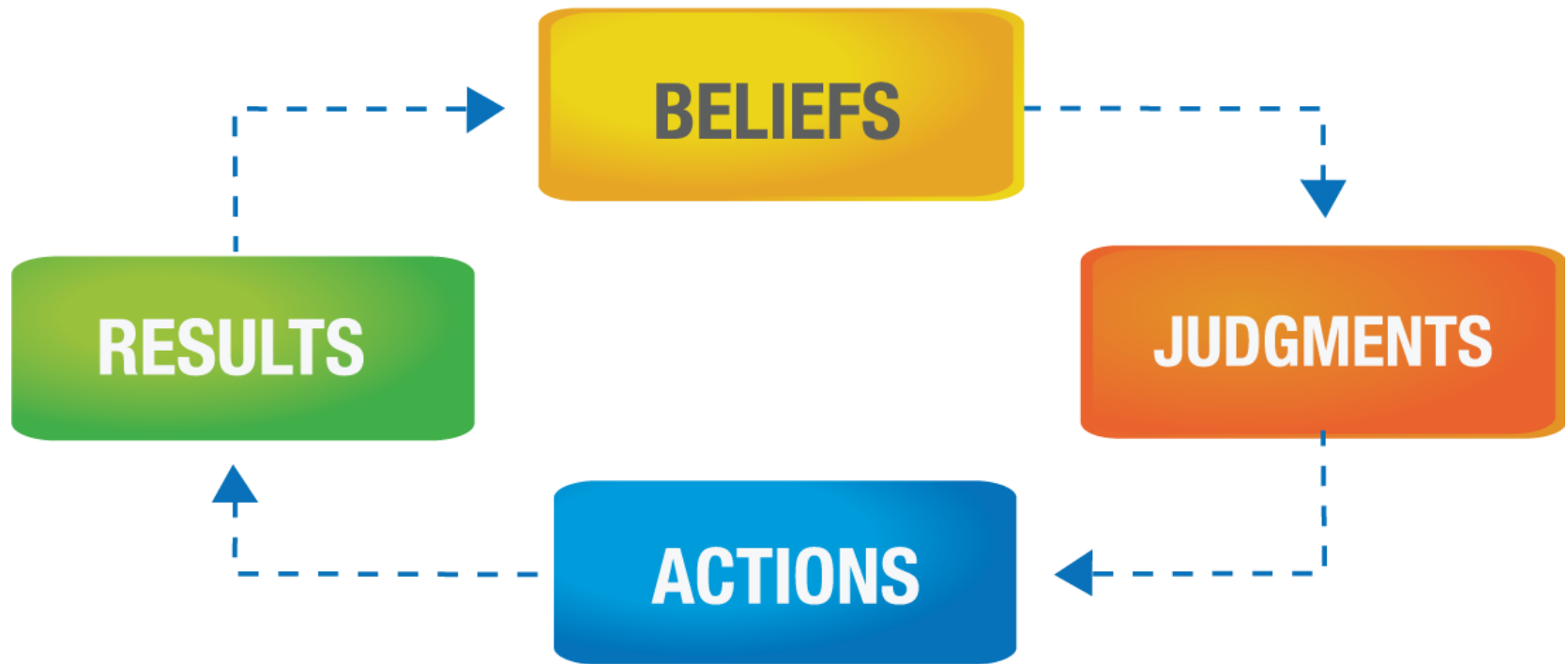
Leverage # 1

BELIEF



You are in a
“Battle of
Beliefs” with
the other
party

Is your Belief Wheel a Doom Loop?





Sandler Rule:
“If your foot hurts, you are probably standing on your toe”

Group Discussion


Time: 5-7 min

What “Head-Trash” or **Limited Beliefs** keep you from being your Best?



Leverage # 2-

Perceived Needs



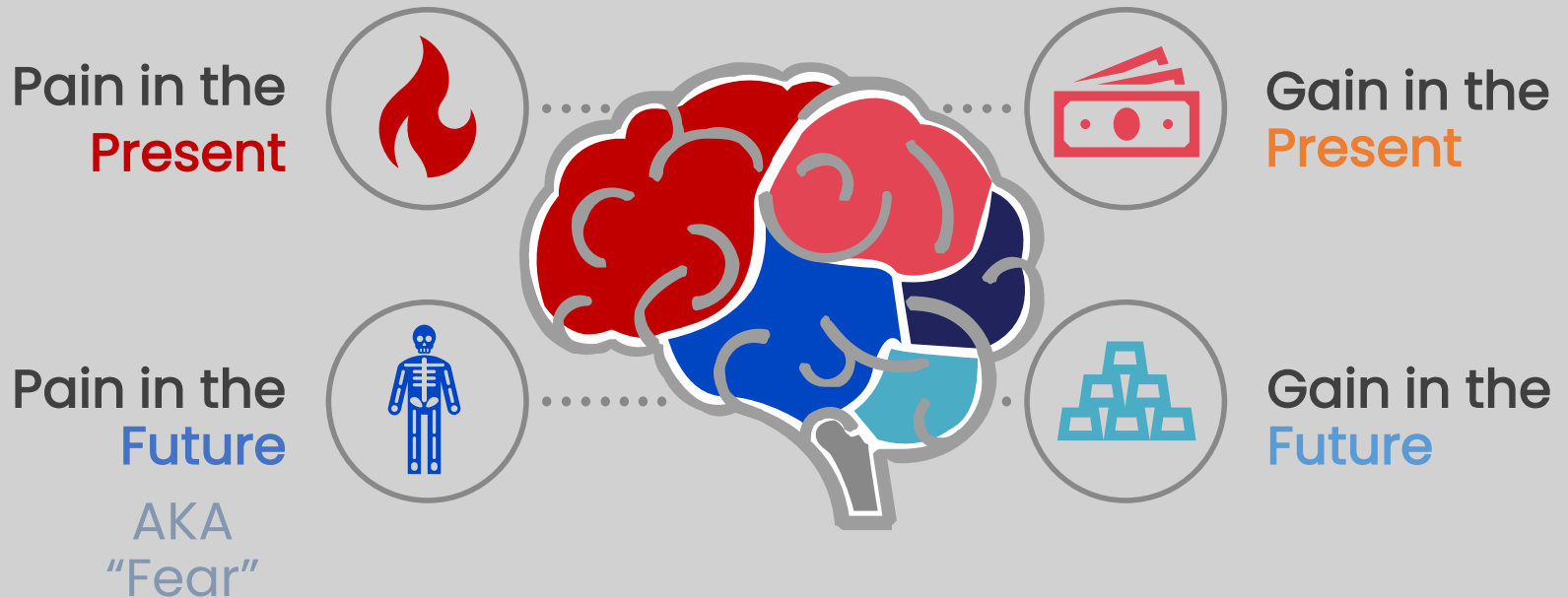
GROUP- 5 min

What factors make us feel like we **NEED** it more than the party (or person)?

How do others (companies or people) try and commoditize your offering?

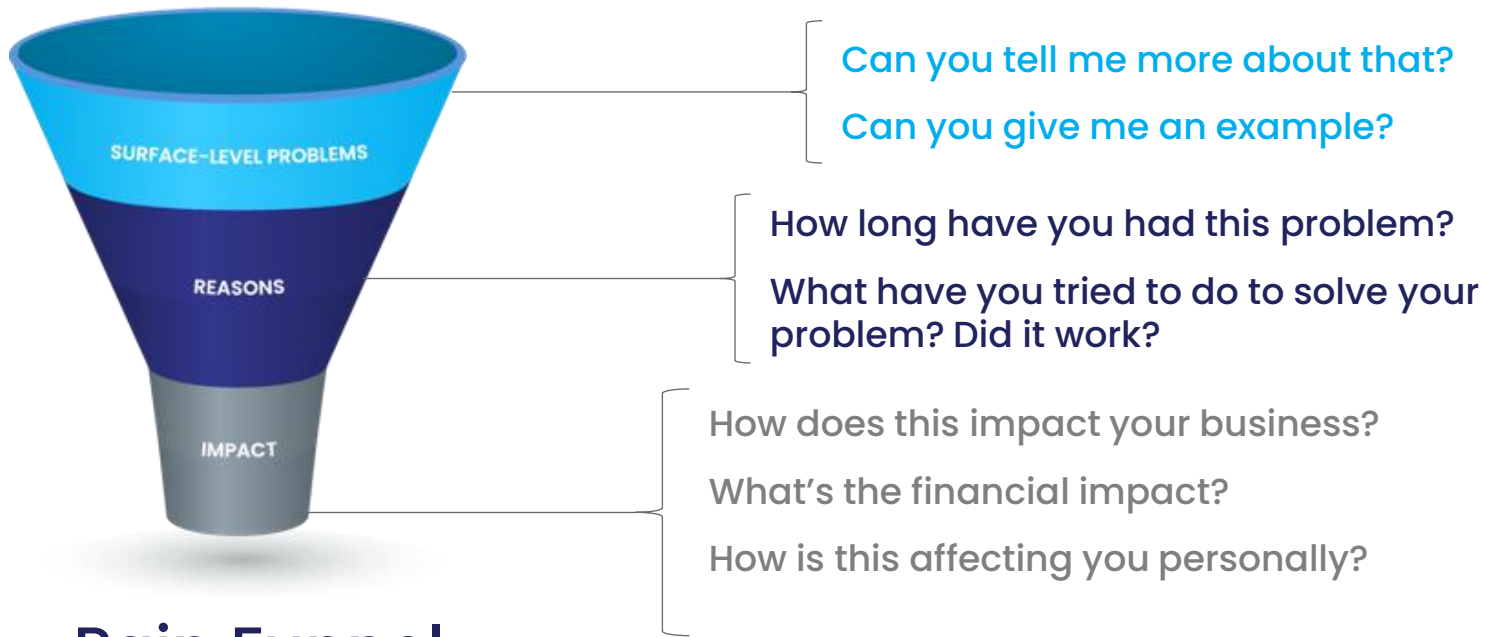


The Need Factors



“What challenge(s) are they having that motivates them to change?”

Pain Indicator



Pain Funnel

How do
we
increase
our
NEED
leverage?



1. Have Options



2. Make your
solution unique



3. Find problems
only you can fix

Group

Time: 5-7 min

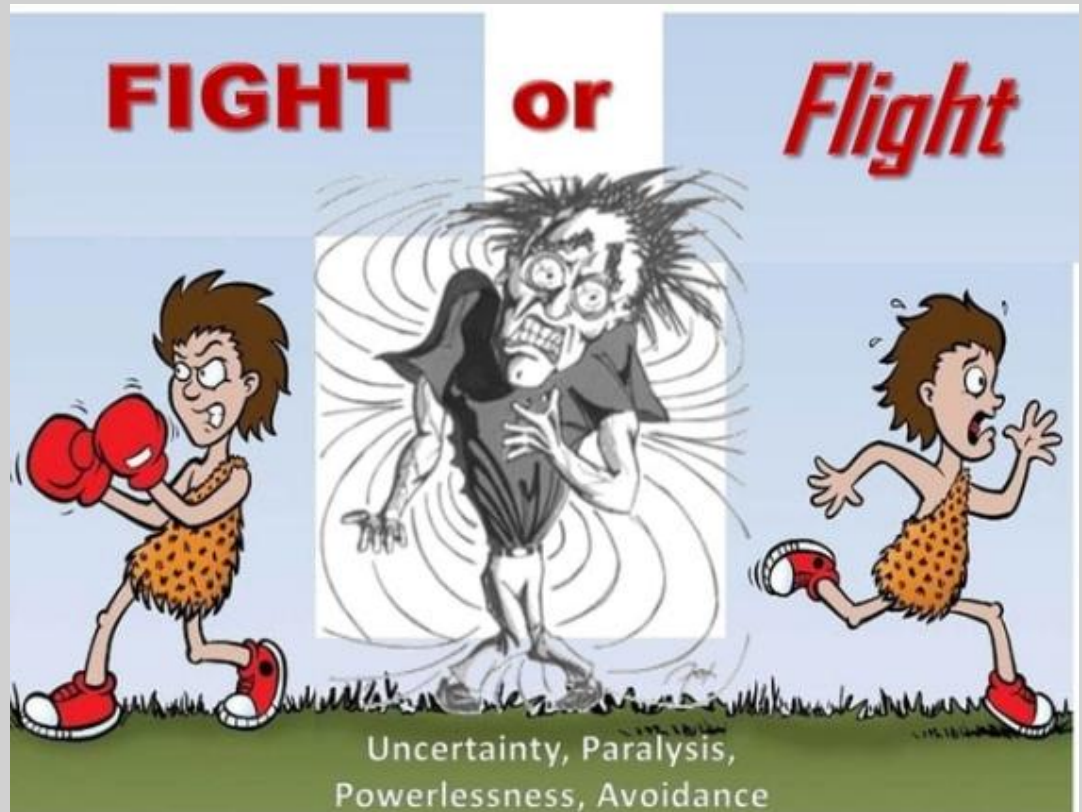
What can you do
different to have the
other party **NEED** you
more?

Leverage #3



EMOTIONS

Why do doctors
tend to
NOT
operate on
their own
families?



How do we control our Emotions?

1. Use Process



```
graph TD; A[1. Use Process] --> B[2. Find their Pain]; B --> C[3. Be detached from the outcome]; C --> D[4. Go for "No"]; D --> E[5. Overcome the need to be "Right"];
```

2. Find their Pain

3. Be detached from the outcome

4. Go for "No"

5. Overcome the need to be "Right"

Group

Time: 5–7 min

What are the specific ways you can control your **EMOTIONS**?

Leverage
4
Time

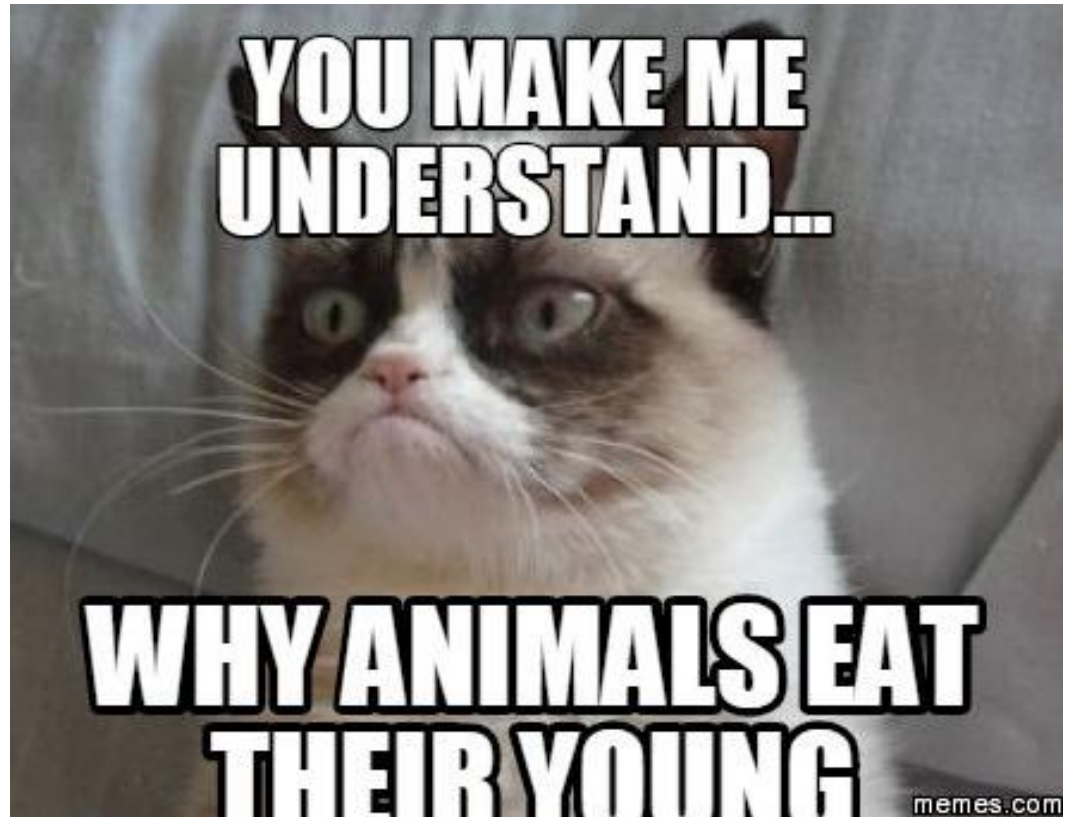


Don't Eat Your Young

August

Sept

10





The Investigative Reporter Approach

- Who?
- What?
- When?
- Where?
- How?
- Why?

*Start
Here!*

Start with...

“When are you
needing...?”

“When are you planning
on making a decision?”

The “What” – Decision Criteria?



SEE



HEAR

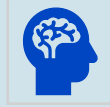


EXPERIENCE

The WHO...
Even the
"Ghost"
ones.



How do we put **TIME** on our side?



1. Find Pain



2. Understand the Time-Line



3. Avoid trying to bring in deals pre-maturely by giving more



4. Set Expectations early regarding Money/Terms



5. Talk to other D.M.'s to get perspective



Group

Time: 5-7 min

What are ways you can
put **TIME** on your side?

Group Session

Time- 5 minutes

- Which Leverage Points (# 1-4) do you anticipate struggling the most?
 - Beliefs
 - Needs
 - Emotions
 - Time



Leverage # 5
Relationships

Group

5 Min

How do you currently
build Trust with others
quickly?


Ok vs Not Ok

Do you feel “Comfortable”
or “Uncomfortable”

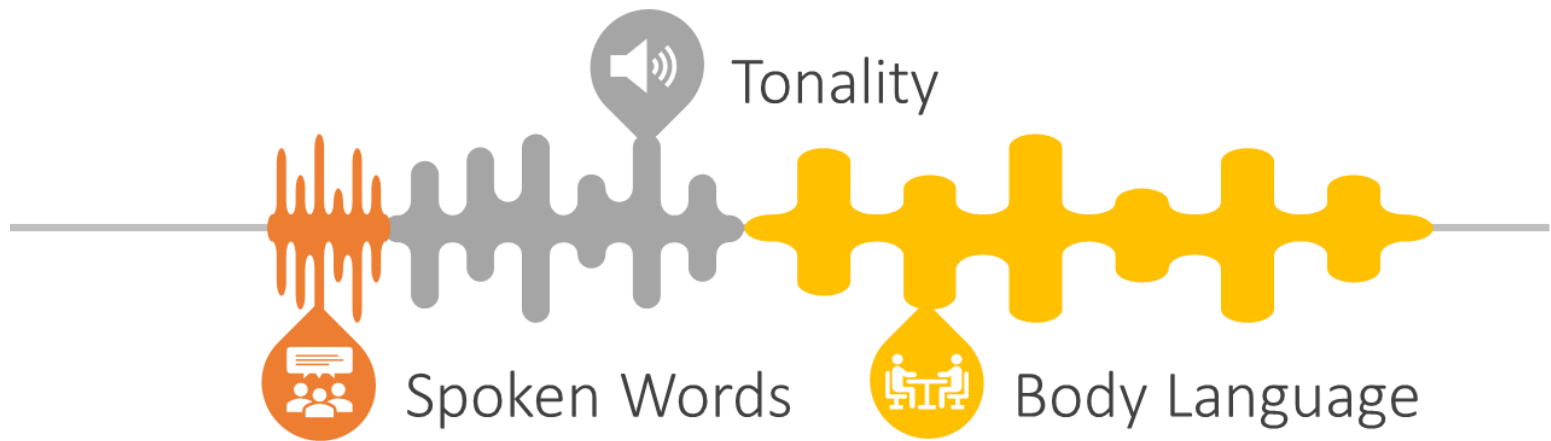


Group

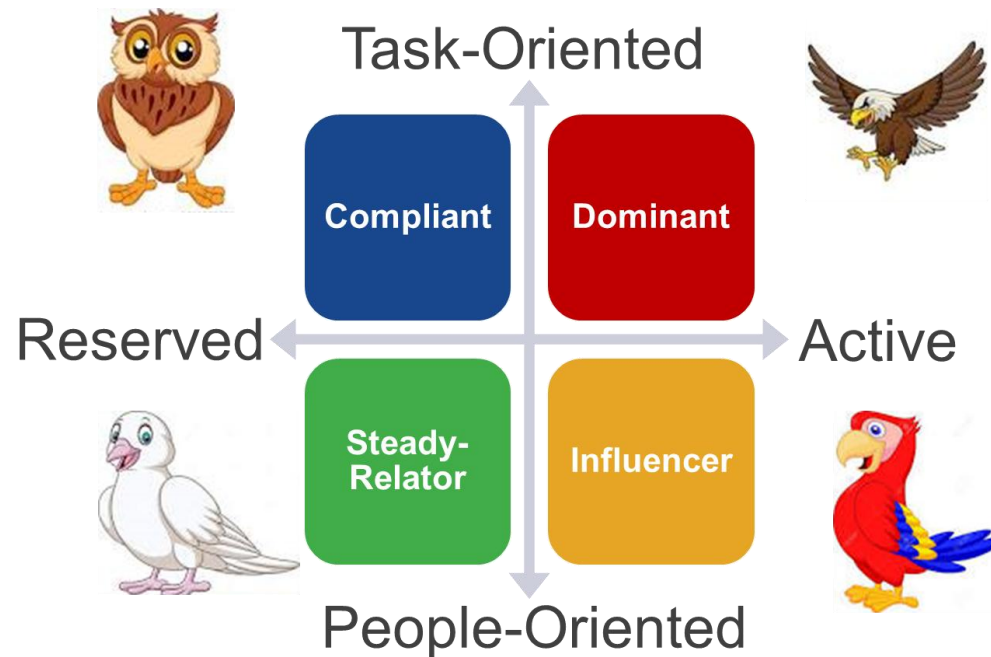
5 minutes

1. What do “Salespeople” do that can make you feel “Not Okay”?
 2. What do we inadvertently do that make others feel “Not Okay”?
- 
- A decorative wavy line in a light blue color, resembling a water surface or a stylized horizon, spans the width of the slide at the bottom.

Elements of Communication



Understanding D.I.S.C.





Dominant

D-Style

Decisive, Tough, Drivers,
Strong-Willed, Direct,
Competitive, Independent,
Self-Centered

FOCUS

Actively Controls Tasks
and Things

UNDER PRESSURE

Lack of Concern

FEAR

Loss of Control



Dominant

D-Style

Decisive, Tough, Drivers,
Strong-Willed, Direct,
Competitive, Independent,
Self-Centered

How to Communicate:

- Be direct, brief, and to the point
- Focus on the task
- Use a results-oriented approach
- Ensure they win
- Use a logical approach
- Touch on high points and big ideas
- Don't touch, keep your distance
- Don't be emotional
- Act quickly, they decide fast



Influencer

I-Style

Sociable, Charismatic,
Talkative, Energetic,
Spontaneous, Impulsive,
Expressive, Optimistic,
Persuasive, Inspiring

FOCUS

Actively involved with people
and emotions

UNDER PRESSURE

Disorganized

FEAR

Social Rejection



Influencer

I-Style

Sociable, Charismatic,
Talkative, Energetic,
Spontaneous, Impulsive,
Expressive, Optimistic,
Persuasive, Inspiring

How to Communicate:

- Allow time for socialization
- Lighten up; have fun
- Ask for feelings and opinions
- Be friendly and warm
- Set aside time for chatting
- Let them speak
- Give recognition
- Speak about people and feelings

Steady-
Relator

S-Style

Calm, Steady, Loyal, Careful,
Patient, Good Listener, Modest,
Amiable, Trustworthy

FOCUS

Involved with Familiar People

UNDER PRESSURE

Too Accommodating

FEAR

Loss of Stability





Steady-
Relator

S-Style

Calm, Steady, Loyal, Careful,
Patient, Good Listener, Modest,
Amiable, Trustworthy

How to Communicate:

- Be patient, build trust
- Draw out their opinions
- Relax; allow time for discussions
- Show how solutions affect people
- Clearly define all areas
- Involve them in planning
- Slow down your presentation
- Provide information needed
- Secure commitment step-by-step



Compliant

C-Style

Precise, Detailed, Quiet, Follow
Rules, Systematic, Logical,
Cautions, Formal, Disciplined

FOCUS

Analyzes Task and Things

UNDER PRESSURE

Overly Critical

FEAR

Criticism of Work



Compliant

C-Style

Precise, Detailed, Quiet,
Follow Rules, Systematic,
Logical, Cautions, Formal,
Disciplined

How to Communicate:

- Use data and facts
- Examine an argument thoroughly
- Keep on task; do not socialize
- Disagree with the facts, not the person
- Use proven ideas and data
- Don't touch
- Don't talk about personal issues
- Explain carefully



Up-Front Contracts

Setting the Ground
Rules for the
Relationship

Start Strong!



Components of an Up-Front Contract



Purpose

Reasons for the interaction



Time

How Long



Agendas

During the interaction



Outcome

Decisions or conclusions to reach (No or Next Steps?)

Rules

No Wishy-Washy Words

No Mutual Mystification

You can't blame others for doing something to you that you didn't tell them they couldn't do



Group

Time: 5-7 Min

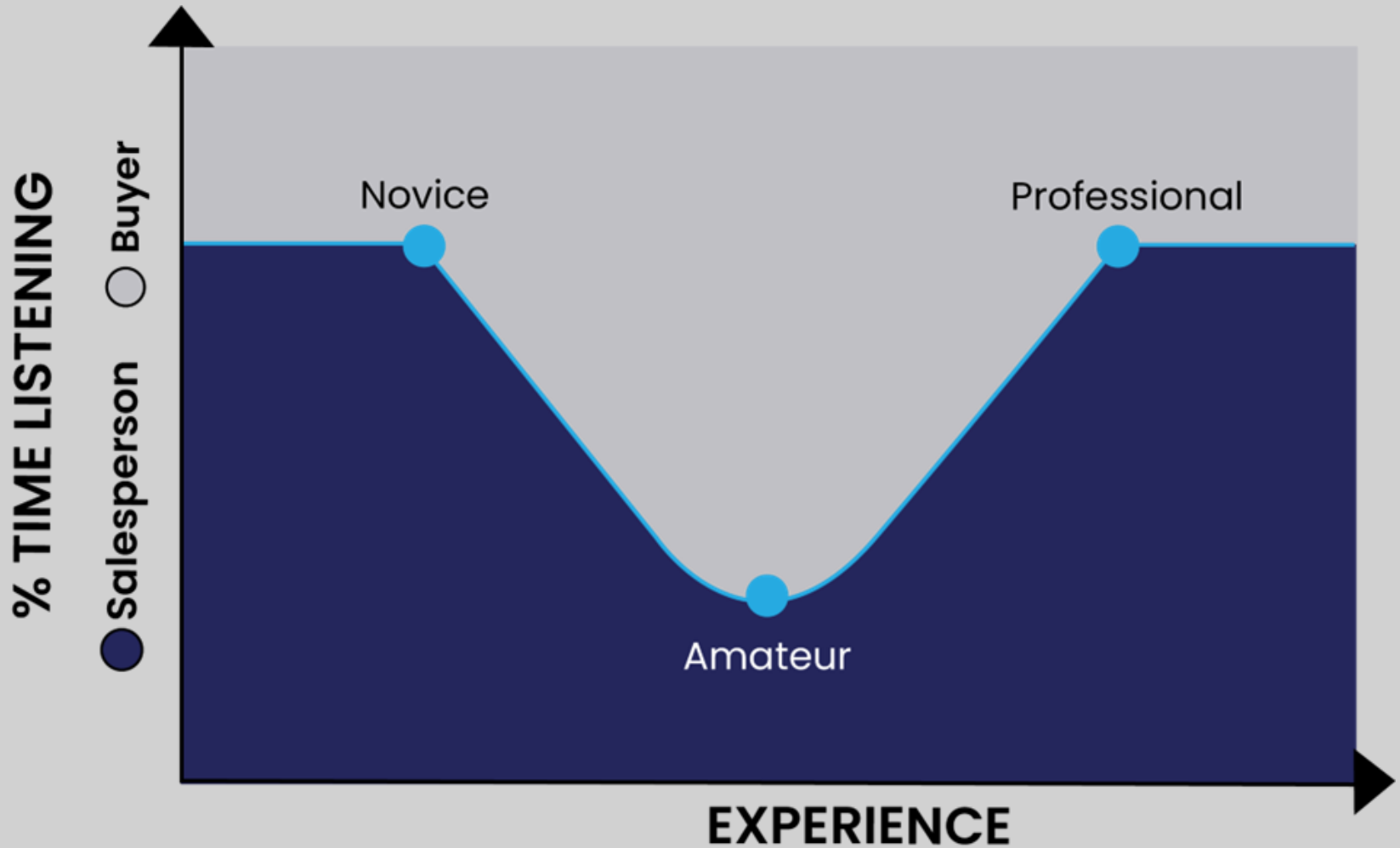
How do we increase our
Leverage in our
RELATIONSHIPS?

Leverage #6



UNDERSTANDING

Curiosity Curve





How do you show
your intelligence...

..and avoid making
the other party feel
"Not Okay"?



Curiosity Phrases

Examples

- Tell me more about that...
- I'm confused...
- Help me learn why...
- I don't remember when you said you wanted to begin...



GROUP

Time: 5 min

What are common questions you get asked by other's that might have an ulterior motive to them?

We call them "Loaded"

Reversing:

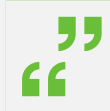
Answering
a Question
with
a Question



Reverses combine softening statements and questions



Good question, why did you mention that just now?



Good question, but just so I'm clear, when you say _____, can you elaborate on that?



That's an interesting question, and the reason you asked is...?



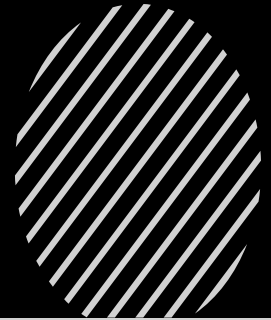
A lot of people ask that. Can you tell me why you asked that just now?



That sounds important. If we could provide that, what would be the next step?



How do we increase our UNDERSTANDING?



1

Stop talking so much 70-30

2

Don't make assumptions

3

Understand your Prospect better than your competition

4

Understand their "best interest" vs. the "current position"

Group

Time: 5-7 Min

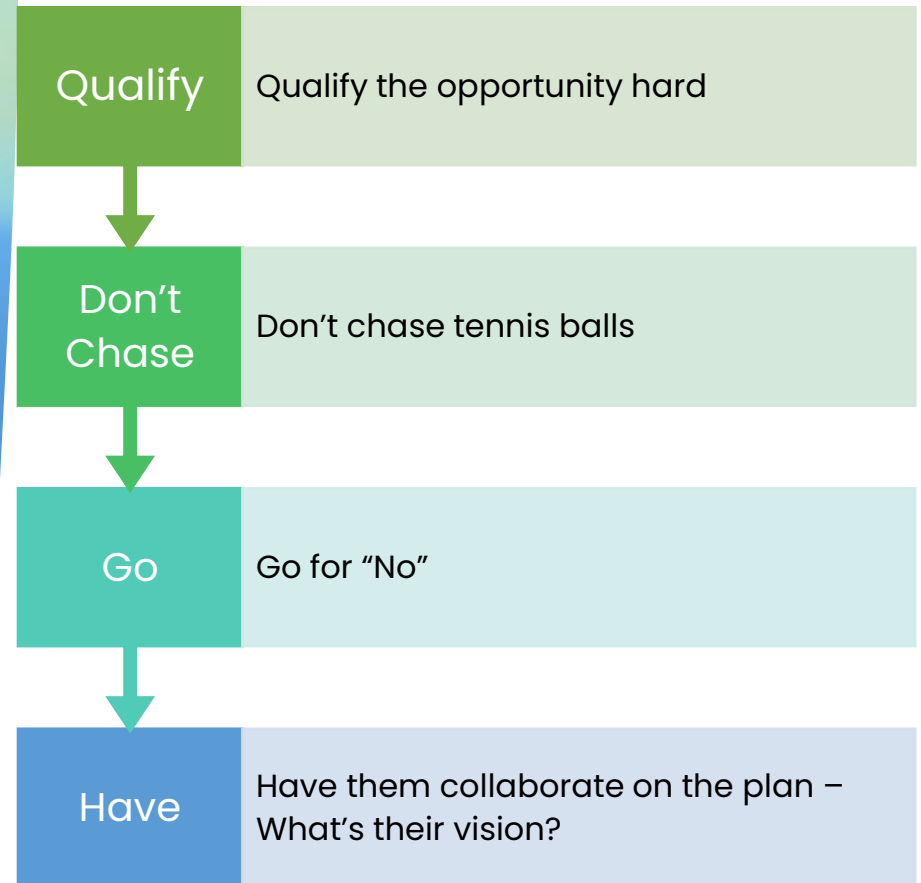
How can you personally
improve your
UNDERSTANDING to have
more leverage?



Leverage #7

OWNERSHIP

How do we increase their OWNERSHIP?



Group

Time: 5-7 Min

How can you ensure the other party has more **OWNERSHIP** in the deal than you?

Leverage #8

SKILL

-WARNING-

The Black Course Is An
Extremely Difficult Course
Which We Recommend Only
Highly Skilled Golfers

How do we increase our **SKILL?**

Practice, Practice, Practice

I-10 Mentality

Learn to Fail

Muscle Memory

Group Session

Time- 5 min

- Which Leverage Points (# 5-8) do you anticipate struggling the most?
 - Relationships
 - Understanding
 - Ownership
 - Skill

3 Step Plan



1

- Give them **Nothing** except **Strokes and Assurance** – “You’ve got the best deal”

2

- Give **Nothing** but **Sweat and Struggle** – “You Might Want to Go The Other Direction”

3

- Give only if getting something in return (not just the deal)

Group Session

Time – 15 minutes

1. Pick a Buyer, Seller, and Observer (group of 3 min)
2. Assume that the Seller has done a great job with Leverage Points.
3. The Seller-Buyer is at the end of the process and the Buyer is making a final “run” at the Seller.
4. Practice the **3 Step Negotiation Plan**.
5. Debrief how it went according to the process.
6. Switch until all parties have done it twice.
7. Debrief the process

Group Session Audit

Time – 15 minutes

1. Pick out a recent deal (or 2) and audit your leverage points.
2. What points did you miss, and what can you do different next time?

Deal Name # 1:		Deal # 2:	
Leverage Point	Nailed It	Needs Improvement	
1. Beliefs			
2. Need			
3. Emotion			
4. Time			
5. Relationships			
6. Understanding			
7. Ownership			
8. Skill			

7 Deadly Sins



1. FAILURE TO
RECOGNIZE A
STRATEGIC
NEGOTIATOR



2. A WEAK PRE-
NEGOTIATION POSITION



3. MAKING UNILATERAL
CONCESSIONS



4. TALKING TOO MUCH



5. LOSING CONTROL OF
EMOTIONS



6. BEING UNPREPARED



7. THINKING MONEY IS
THE REAL ISSUE





Lessons Learned

