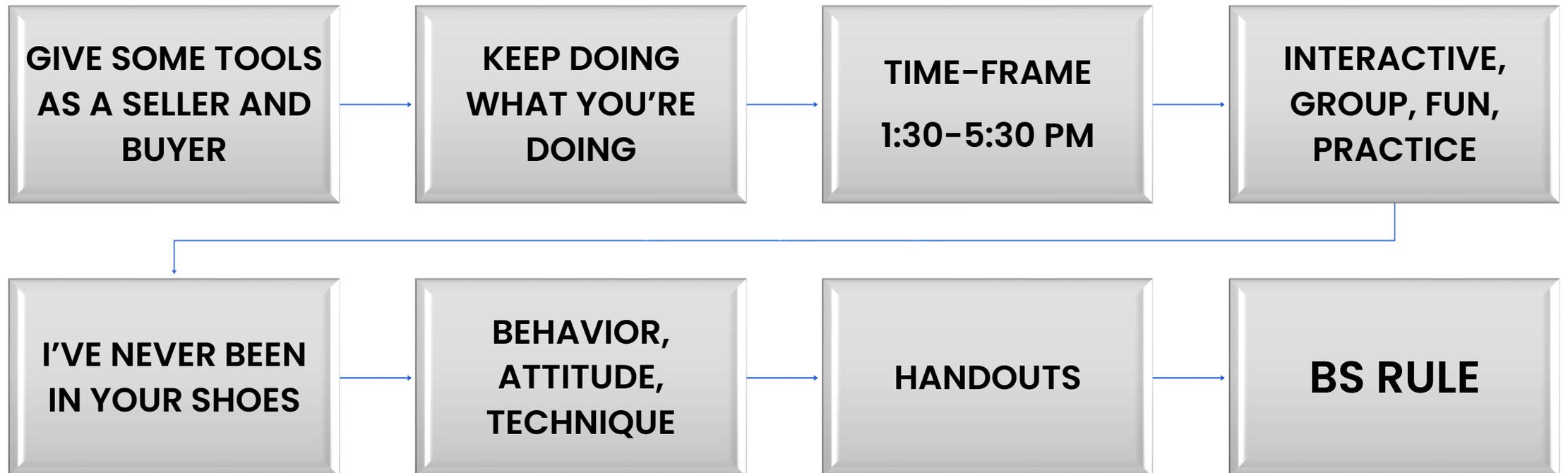




# Agenda & Expectations





# 4 hrs. Is Tough

Group Discussion

Time: 10 minutes

Leader: Longest Last Name

- Work in your groups to list top 3 Negotiation challenges (see next page for ideas).
- Don't mention any "uncontrollable" challenges (i.e. economy, tariff's, etc.)

# Top Negotiating Challenges

---

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

---

How to separate yourself from your competition

---

How different personality styles affect the outcomes

---

How to handle indecision from the other party

---

Not sure how to build and maintain trust throughout the negotiation

---

How to avoid giving concessions with nothing in return

---

Not sure what factors matter most in Negotiations

---

Not knowing the main factors that help us negotiate more effectively

---

What else?

# Hierarchy of Negotiating Environments



Watch and take notes about what you see in this negotiation



# GROUP

Time: 7 min

---

1. WHAT WERE SOME KEY FACTORS FOR SUCCESS IN THE VIDEO

---

2. IN PAST NEGOTIATIONS, WHAT FACTORS HAVE INFLUENCED YOUR SUCCESS (OR FAILURE)?

---

3. WHAT IS THE DIFFERENCE BETWEEN SELLING AND NEGOTIATING?



## Selling is..

Getting your price  
on your terms  
and conditions

**“Selling is  
creating Value”**



## Negotiating is..

When you modify your  
price, terms, and/or  
conditions

**“Defending the Value”**

# 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.***

# 8 Points of Leverage

1. Belief

2. Needs

3. Emotions

4. Time

5. Relationships

6. Understanding

7. Ownership

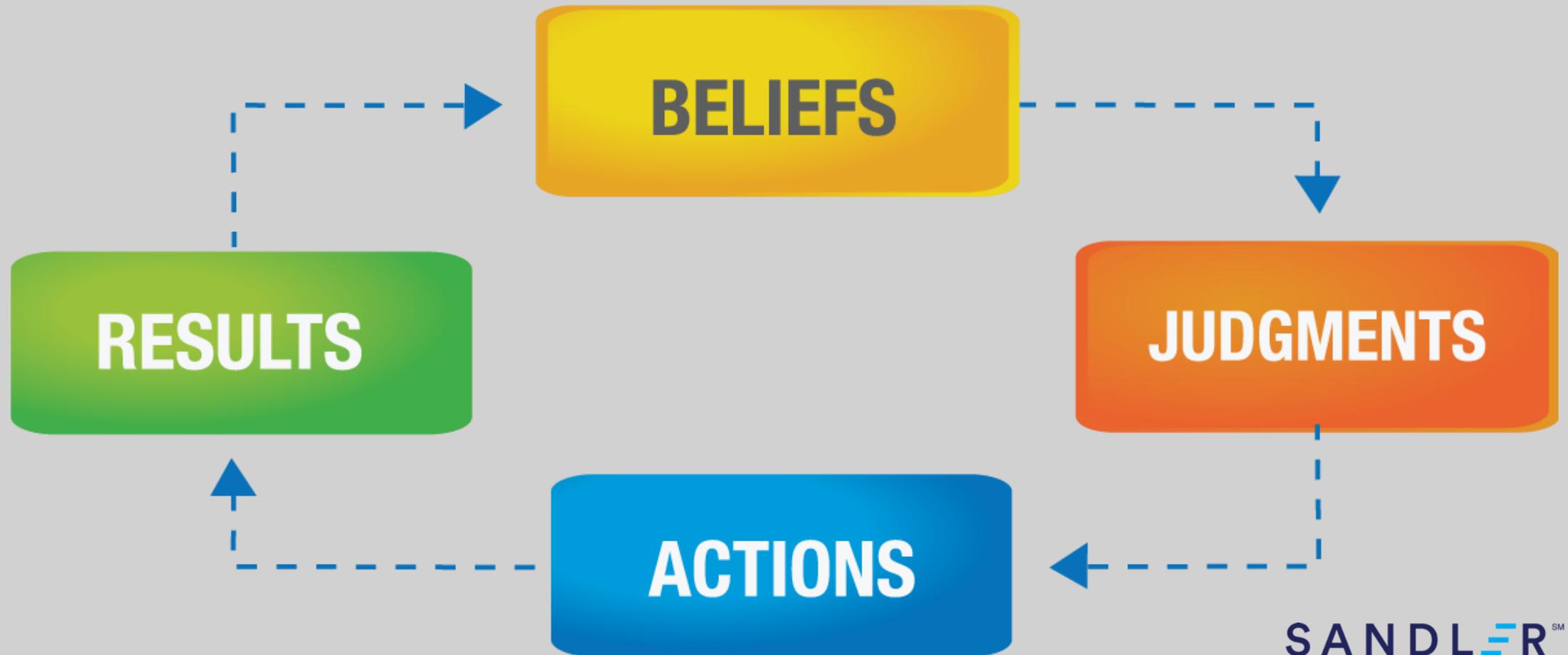
8. Skill



# # 1 BELIEF

- Battle of beliefs between you and the other party
- Whos' beliefs outweigh the others?

# Is your Belief Wheel a Doom Loop?



## I-10 Mentality



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

# Group Discussion

Time: 5-7 min

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

## # 2 Perceived Needs



Who needs it more?



# GROUP- 3 min

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

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

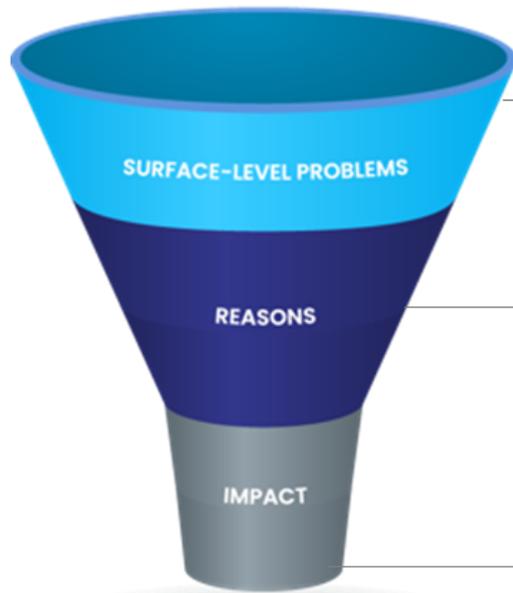
# The "Need" Factors



# The ROADMAP to finding real PAIN

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

**Pain Indicator**



Can you tell me more about that?  
Can you give me an example?

How long have you had this problem?  
What have you tried to do to solve your problem? Did it work?

How does this impact your business?  
What's the financial impact?  
How is this affecting you personally?

# How do we increase NEED leverage?



1. Have multiple options



2. Make your solution unique (to their pain)



3. Find problems only you can fix

# Group Discussion

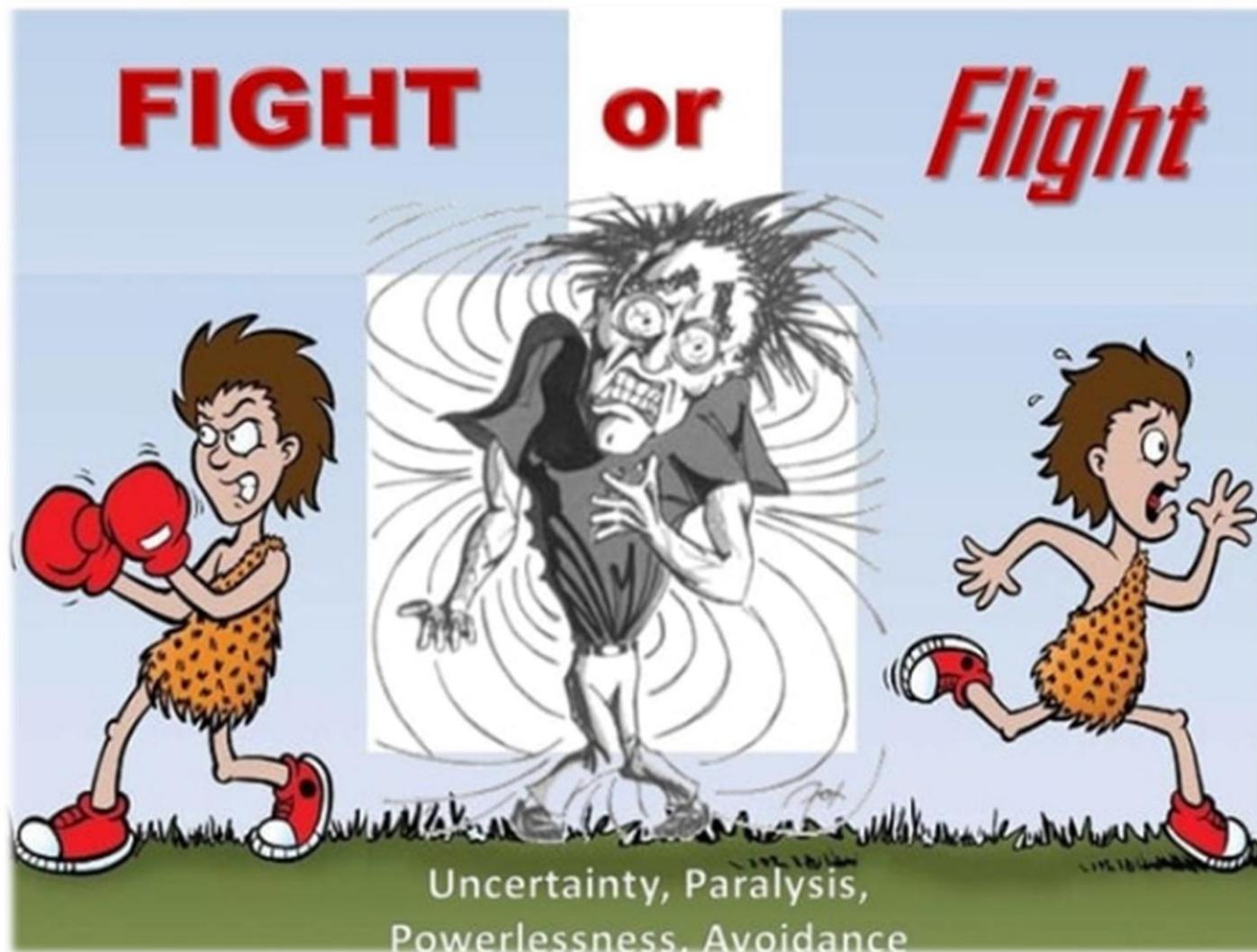
Time: 5-7 min

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



# **#3 Emotional Control**

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



# How do we control our Emotions?

1. Use Process

2. Find their  
Pain

3. Be Detached  
(outcome is  
distraction)

4. Go for "No"

5. Overcome  
the need to be  
"Right"

# Group Discussion

Time: 5-7 min

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



## # 4 Time

- Asset or Liability?

# How does the other party make Decisions?



Start with...

“When are you  
needing...?”

“When are you planning  
on making a decision?”

## What do you need...

- To see
- Hear
- Experience

To feel good about your decision?



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



# How do we put TIME on our side?



1. Find Pain (they will need it quicker)



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 Discussion

Time: 5-7 min

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

# Leverage # 5

## Relationships



What are the typical ways you try  
and build trust, chemistry, and  
connection with someone?

Break Out Group Discussion (5 min)

How Do  
You Feel?

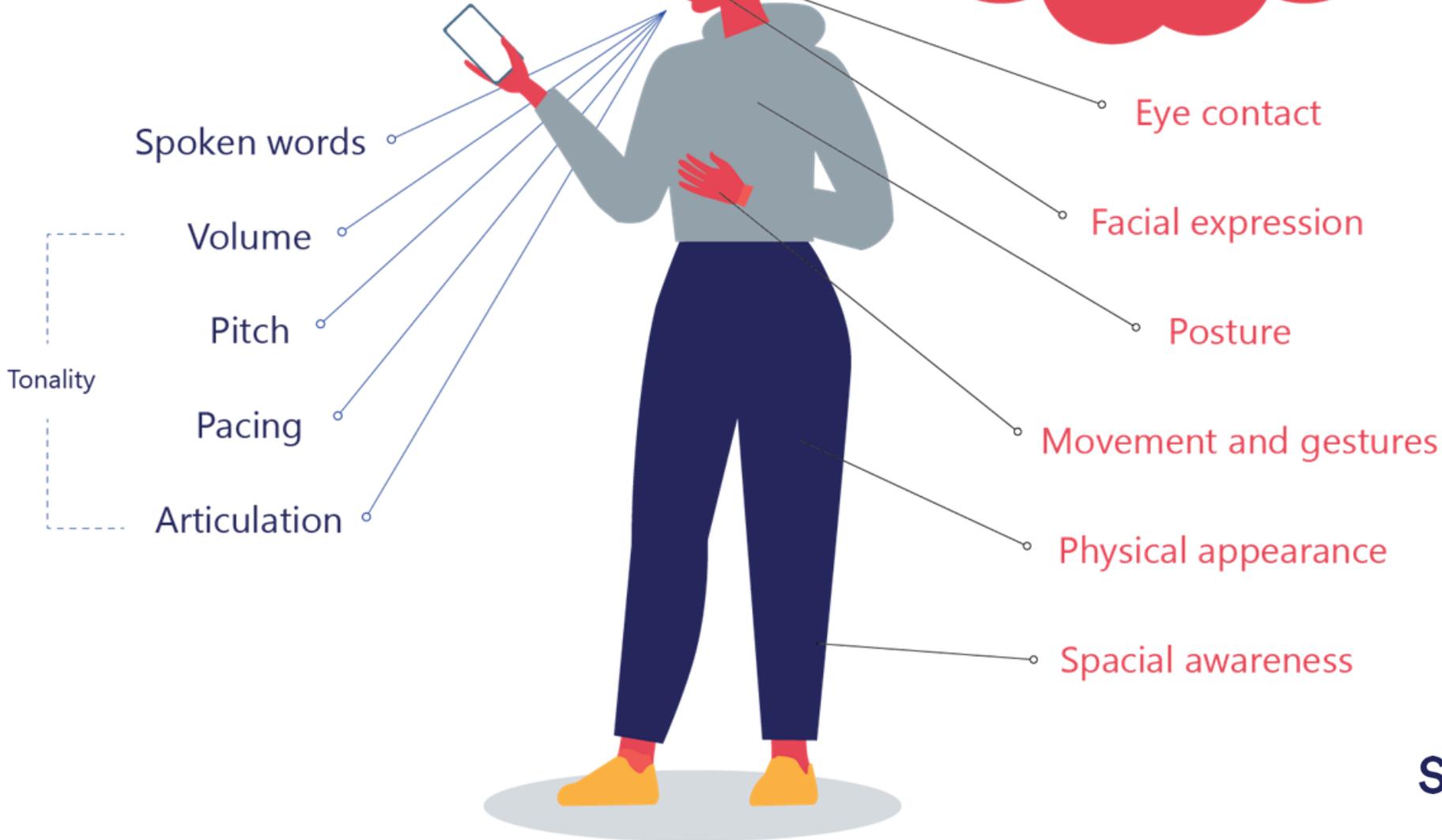


What do salespeople (or other people in general) say/do/ask that can make you feel “Not Okay” or Uncomfortable?

Break Out Group Discussion (7 min)

**VERBAL**

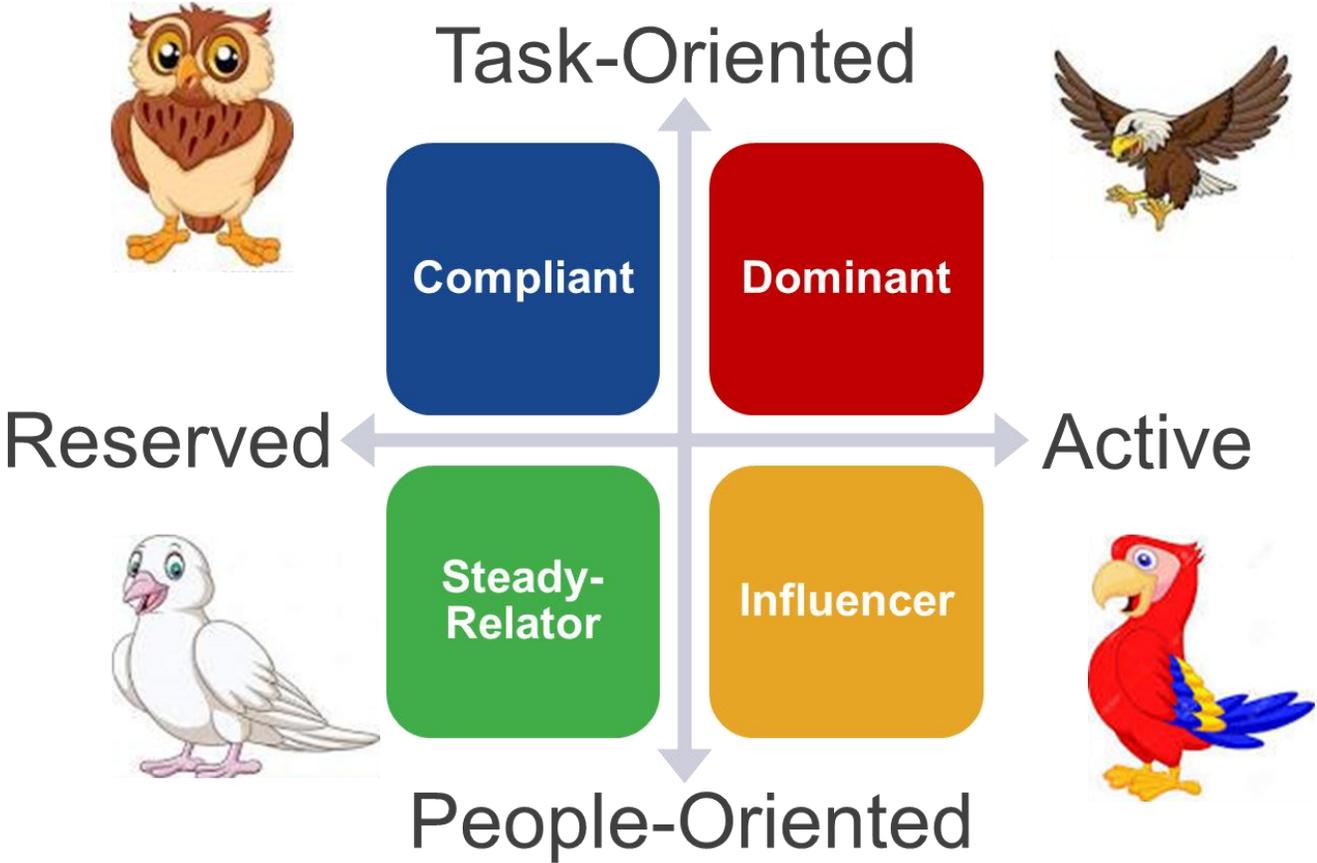
**NONVERBAL**



# Understanding D.I.S.C.



# Understanding D.I.S.C.





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

### 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

### 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

Start Strong!



# Components of a Great SAFE Conversation



## Purpose

Reasons for the interaction



## Time

How Long



## Agendas

During the interaction



## Outcome

Decisions or conclusions to reach

**“Can I make a suggestion?”**



“

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

”

- David Sandler

SANDLER<sup>SM</sup>

# Group Discussion

Time: 5-7 min

How do we increase our Leverage in our **RELATIONSHIPS** and build trust faster?

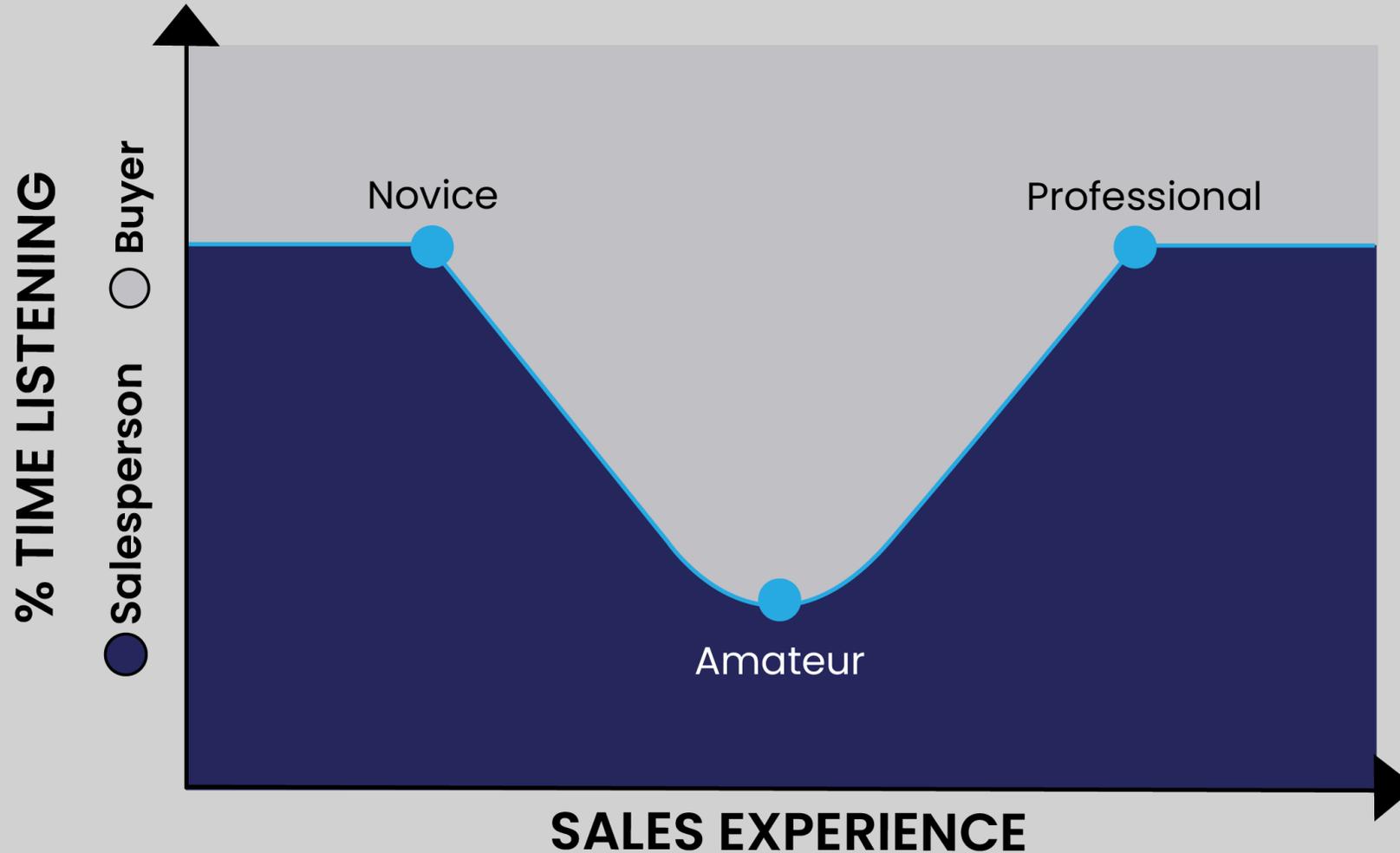
# #6 UNDERSTANDING



A Good Deal is  
a Perceived  
Good Deal

# Curiosity Curve

70/30





# IDEA

---

Question:

How do you show your intelligence...

..and avoid the other person feeling "Not Okay"?

# Dummy (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...

How Large is  
your farm?

How much do  
you produce?



# Reversing

- **Reversing** is answering a question with a question.
- Use reversing to **gain clarity** or safely respond to loaded questions, stalls (objections disguised as questions), or “gotcha” questions.

---

# Softening Statements

---

## Examples

- Good question.
- I'm glad you asked.
- Interesting question.
- I appreciate that question.
- A lot of people ask that.
- It sounds like that's important to you.



# 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?



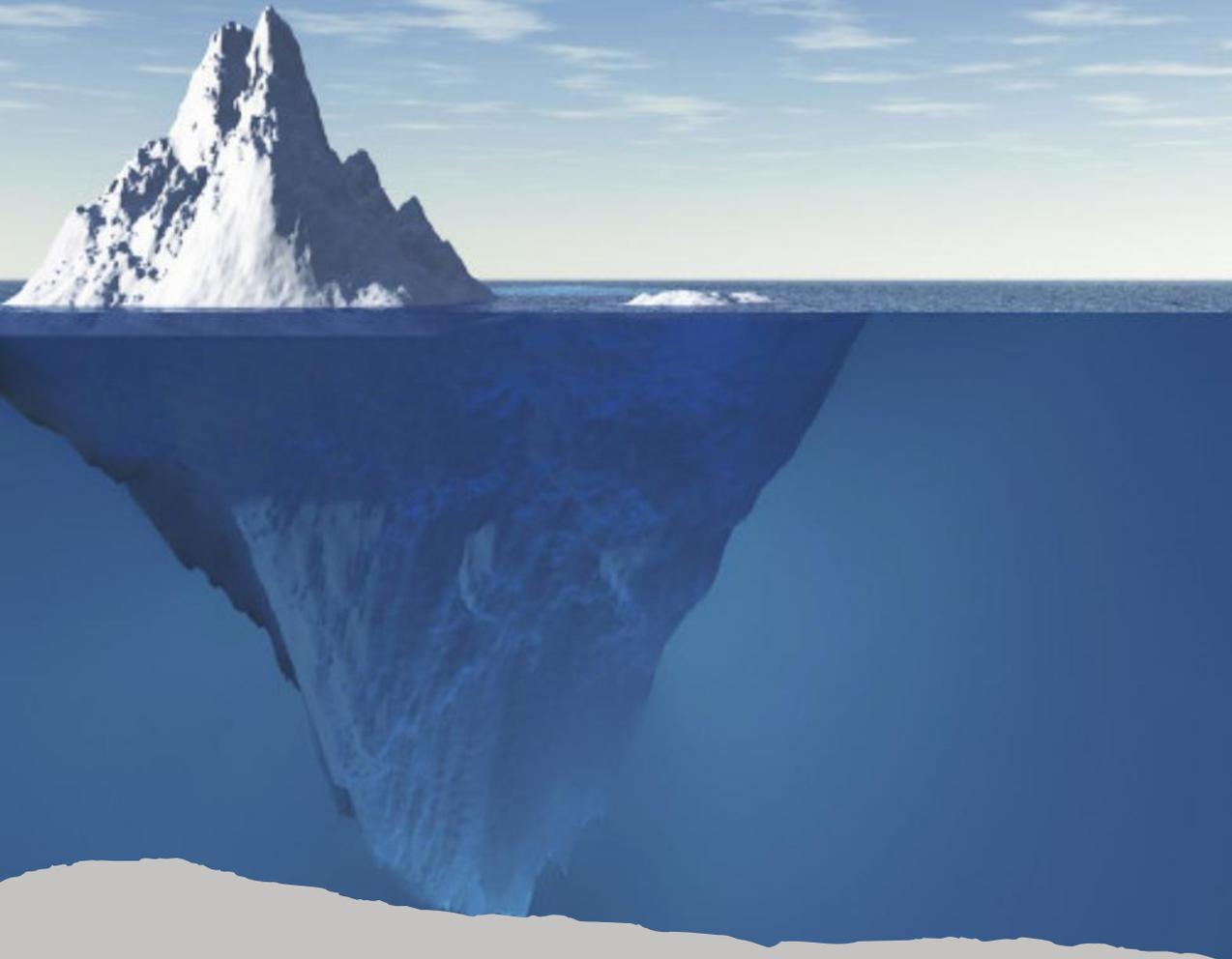
**That's an interesting question,** and the reason you asked is...?



**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?



- What is **Rule of 3**

**What are common questions you get asked (in a negotiation) that might have ulterior motives to them?**

## Word of the Day

**Ulterior** [uhl-teer-ee-er]

*adjective*

- Being beyond what is seen or obvious, Intentionally kept concealed
- Beyond what is immediate, coming in the future

# Group Activity

Time: 5-7 min

Practice asking questions and reversing?

# How do we increase our UNDERSTANDING?

01

Stop talking so much 70-30

02

Don't make assumptions about anything!

03

Understand the other Party/Person better than your competition

04

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

# People Buy For Their Reasons, Not Yours

*(Instead, clarify the statements with reversing questions.)*





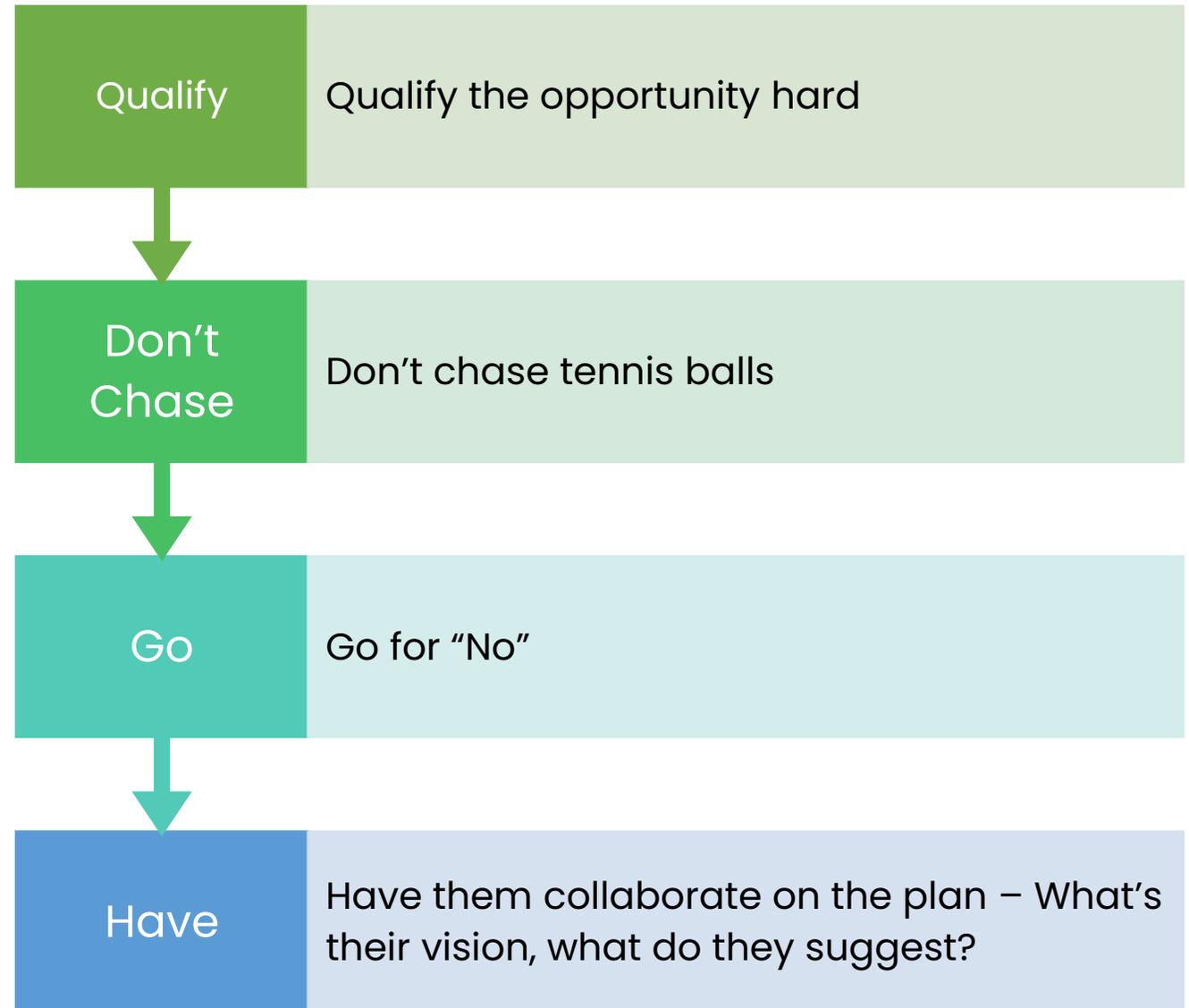
SANDLER<sup>SM</sup>

Leverage #7

OWNERSHIP



# How do we increase their OWNERSHIP?



# Group Activity

Time: 5–7 min

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

Leverage #8

**SKILL**



How do we  
increase our  
**SKILL?**

---

Practice, Practice, Practice

---

EBS and I-10 Mentality

---

Learn to Fail

---

Muscle Memory

# 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

SANDLER<sup>SM</sup>

Call to Action

Call to Action



SANDLER<sup>SM</sup>

By Troy Elmore in Houston, TX

SCAN HERE FOR LESSONS LEARNED OR  
CLICK THE LINK IN CHAT