



**Small Business Enterprise Support Services Center**  
**Cheyney University of Pennsylvania**

# **The Art Of Negotiating**

**Topic 1**

**Conflict Resolution**

**Topic 2**

**Win-Win Outcomes**

**Topic 3**

**Sales Negotiation**



# Topics

1. Conflict Resolution
2. Win-Win Outcomes
3. Sales Negotiation



# If You Do Not Agree – Do not Argue

When you are involved in a dispute with someone else, it may be the only time doing nothing is better than doing something. There's a practical reason for this: When you quarrel with others-even if you win the argument-you place a great deal of *unnecessary stress upon yourself*.

It is impossible to maintain a *Positive Mental Attitude* when you allow negative emotions such as anger or hate to dominate your thoughts. No one can upset you or make you angry unless you allow them to do so.

Instead of arguing with others, *try asking non-threatening questions* such as: "Why do you feel this way? What have I done to make you angry? What can I do to help?"

You may find that the entire situation has resulted from a simple misunderstanding that can be quickly rectified. Even if problems are more serious, your positive behavior will go a long way toward helping resolve them. Napoleon Hill



# **The Art Of Negotiating**

**Topic 1**  
**Conflict Resolution**



# Prepare for Conflict

- Most people negotiate as if they are going to a fight. No rules just win.
- The Boy Scouts have it right: “Be Prepared” and you will win. Keep truth and clear communication as your primary tools.



# Low Road - What Not To Do

- **Relax and Listen**: Far too many people rush into negotiations tense and fearful. Don't raise your wall against and attack that has not come. You will know soon enough if you must fight or talk calmly.
- **No Assumptions**: You know the adage: "When you assume" focus on facts not preconceived ideas.
- **Shouting Does not Help**: Yelling will get you ignored. Intimidation will get you nowhere. Create a better argument with your brilliance than with your mouth.



# Low Road – Do Not Get Mad

- When You Are Mad You Cannot Think.
- When You Are Mad You Cannot Provide Solutions.



# You Go High

- **Precision Focus:** Focus on the main thing (s). Now is not the time to solve all the problems.
- **Actively Listen:** Look and listen. Silence is the best tool to deploy. Listen to what your opponent is saying and it might save you some aggravation.
- **Solutions 1<sup>st</sup> – Solutions Always:** Solutions create wins. Wins create cash flow or at least the saving of money and reputations.





# Small Business Enterprise Support Services Center Cheyney University of Pennsylvania

# The Art Of Negotiating

## Topic 2

## Win-Win Outcomes



# Mental Preparation

- **Positive is Best:** Be objective in your position. Be the voice of calm and reason.
- **I See You:** Only talk about what you know. Keep your opinions, suppositions to yourself. They will not help you here.
- **“Wasn’t Me” is Not a Defense:** Be intentional about your language.

# Lies You Tell Yourself

- **Acquiesce**: If you are wrong then say you are wrong; but don't give in just for the sake of avoiding a conflict.
- **Charge it to My Head**: You must be aware of your language at all times. Surely, you will make mistakes but, if you choose your language carefully you will make fewer mistakes.
- **Richard Pryor Said it Best**: “The only lie that gets told is the one I tell.” Always tell the truth. It is the only Position of Strength.

# Communicate

- All communication is critical to enhance your understanding with personal or professional relationship.
- **A Counseling Trick:** “Let me tell you what I heard you say.” Then repeat back to your partner verbatim what you heard. This simple statement will allow you to remove all misunderstandings from your communication. *In most cases what you repeat back is not what was said to you.*
- Once the two of you agree on what you repeat back – is actually what was said; then your contemporary has no grounds for not being clear about their intent or actions.



# Small Business Enterprise Supportive Services Center Cheyney University of Pennsylvania

# The Art Of Negotiating

## Topic 3 Sales Negotiation



# Sales Negotiation

Sooner or later you are going to have to talk money. Avoid the following approaches:

- **Be Assertive and Not Aggressive:** Everyone wants to win. Leave that man or woman across the table with their dignity.
- If you do not – on this you can depend. They will spend the rest of their lives trying to get you back.



# Sales Success Tips

- **You, You Got What I Need:** Focus the discussion on meeting needs, not money.
- **Do Your Homework:** Know your customers needs better than they do. Research every possible thing about your customer.
- Providing Solutions to Real Problems creates Value.



# Know Your Limits

- **Floor and Ceiling:** Know in advance what your profit margins are on the high (ceiling) end or low (floor) end.
- **Rehearsing Helps:** Practice in advance how to respond to your prospect (s).
- **Secrets Strong Enough for a Man – But, Men Can't Keep One:** Be Confident, Be Sure, be the best you, know one else is better at it than you are!



# Summary

## Conflict Resolution

- Assumptions prevent you from seeing people's actions and prejudices your thinking.
- When you are mad you cannot think.
- Active listening promotes conversation.

## Sales Negotiation

- Aggressive negotiating is not “How You Win Friends and Influence People.”
- Focus the discussion on meeting needs, not money.
- Know Your Floor and Your Ceiling.

## Win-Win Outcomes

- Start your negotiations from a positive position.
- State your positive intentions with ownership words i.e. I, me, my or mine.
- Always tell the truth.

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