NEGOTIATING FOR SUCCESS

Lee Ann Schwope Cochran
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Why is Negotiating Important?

Framework for Making the Ask

Prepare, Be Brave & Take Action
WHY STEREOTYPES?

• Stereotypes - Are you helping change this issue or adding to the stigma?

• Communal Stereotypes – Nurturing, kind, relationship oriented

• Negotiation is a daily endeavor; shouldn’t we all be great at it?
FRAMEWORK OVERVIEW

- Plan/Priorities/Process/Action
- Best Alternative to Negotiated Agreement (BATNA)
- Agreement/Close
- What Not to Do
FRAMEWORK - PLAN

Prepare for the Negotiation Through the PLAN

1. Prepare
2. Look (Collect Data)
3. Analyze (Review Data)
4. Negotiate
FRAMEWORK PRIORITIES

As you prepare, keep your priorities in mind as you start to learn and develop the next steps

Key Priorities

• Learn as much as possible about the person you are dealing with.

• Learn as much as possible about the company you are dealing with.

• Discovering as much as possible about his/her/its circumstances.
FRAMEWORK PROCESS

- Focus on being open & engaged in the negotiation process
- Focus on innovative problem solving
- Positive Intent: Before, during & after
- "Pull" behaviors

- Questioning – How, why, who
- Listening – Golden Silence
- Practice with others
- Determine level of authority
- Plan for the time needed for a successful negotiation
FRAMEWORK - BATNA

Best Alternative to Negotiated Agreement (BATNA)

- Define your minimal acceptable agreement
- Think it through. What would be the minimally acceptable agreement for your negotiating partner?

**Why spend time on this?**
- Control over the unknown
- Flexibility
- Comfort
- Preparation

**Examples:** Salary, licensing agreement, service costs
Focus on the Strategy and Next Step
Always think through the ideal next step; the minimally acceptable next step.

Positive Emotion
Built through emotional intelligence and confidence.
Use warmth and empathy to aid in your negotiation goal.
FRAMEWORK – WHAT NOT TO DO

• Threaten to Walk Away
• Give Up
• Limit Preparation Time
• Remain Firm
PREPARE, BE BRAVE & TAKE ACTION!

• Only you can decide the outcome you are looking for in any negotiation.

• Decide, prepare, build confidence and take action

• Building emotional intelligence and confidence are critical to negotiating for success; read, discuss, participate, grow
SUGGESTED READING

Getting to Yes – Fisher and Ury

The Confidence Code – Kay & Shipman

Women Don’t Ask – Babcock & Laschever

Lean In Website – Negotiation Advice for Women

HBR Online: Search – “Negotiating”
CONTACT ME WITH YOUR COMMENTS & QUESTIONS

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