



Hints for Successful Negotiations

Webinar

ChemPartners

- Rules for negotiations. Designing a road map for negotiations.
- How to defend your interests in negotiations while preserving relationships.
- Pressure and manipulation in difficult negotiations and how to recognize them.



Webinar Contents

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**13 years of experience
in the field of training
and staff development**



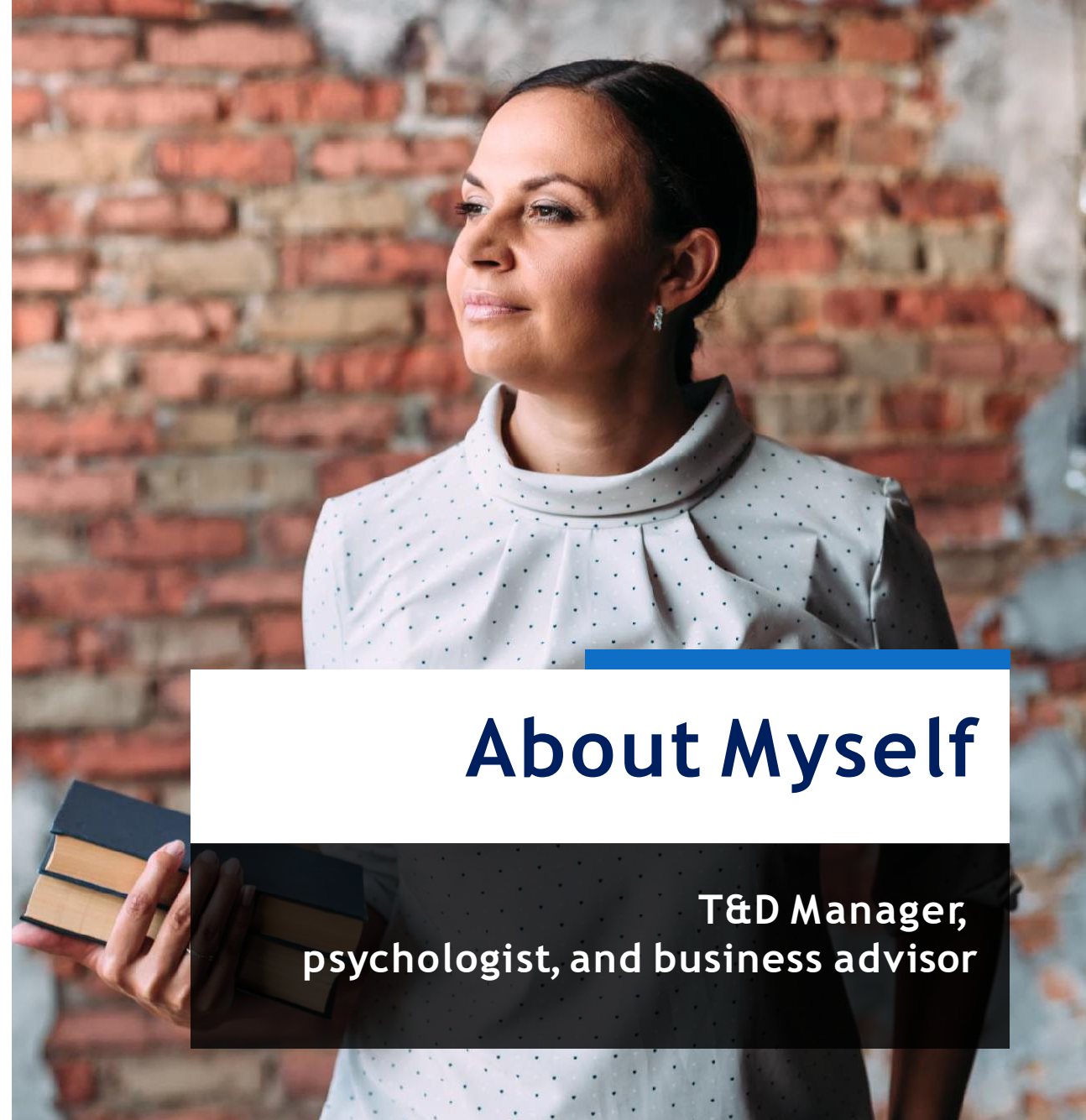
**500+
effective trainings held**



**50+ cities in Russia
and CIS countries**



**Training of: sales,
management, and staff
development skills**



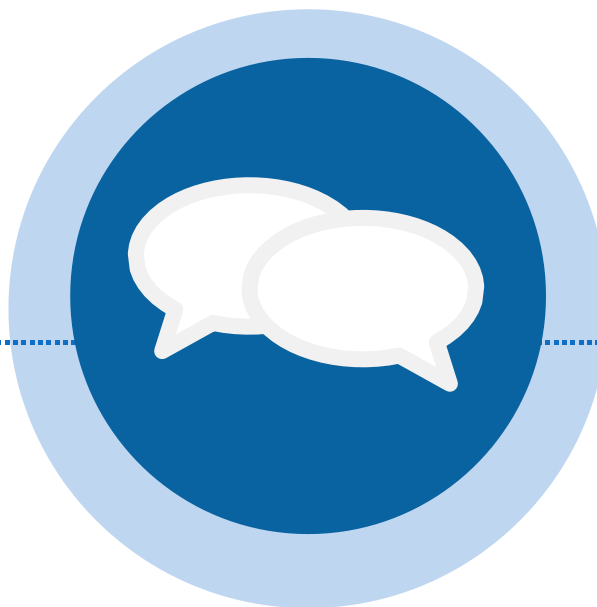
About Myself

**T&D Manager,
psychologist, and business advisor**

Webinar Rules



**Constructive
questions**



On-topic chat



Mutual respect

Please write in the chat:

1. Your occupation
(manager, buyer, specialist,
director, owner)
2. Your strength in negotiations
3. Your growth area in negotiations



Negotiation is Communication

Negotiation is DISCUSSION and search for a mutually acceptable solution for all transaction aspects



**Do you consider negotiating
a science or an art?**

Negotiating is a Science



A black and white photograph of a man in a dark suit and glasses, sitting at a podium and speaking into a microphone. The background is a textured wall with geometric patterns.

**KREMLIN SCHOOL
OF NEGOTIATION**

Postulate 1:
listen attentively

Postulate 2:
ask questions

Postulate 3:
depreciate

Postulate 4:
roll out the red carpet

Postulate 5:
zone of uncertainty

We Like Being Listened to



You are listened to for the following reasons:

- To obtain information from you.
- To make you say what you did not plan to say.
- To make a good impression.

Asking Questions = Being in Control



**Give a short answer
and ask another question**

**Recapture control
to be in charge**

RECAPTURING THE INITIATIVE

1. GIVE A BRIEF BUT COMPLETE ANSWER

Please write down questions asked by customers in negotiations and answers to them

2. STEPPING-STONE, RECAPTURING:

"By the way, speaking of you..", "Getting back to the topic..",
"By the by..", "Supposing..."

3. YOUR QUESTION:

Open-ended or alternative

MISTAKE Never get into the weeds or make endless presentations

Depreciate To Confuse



When we are depreciated, we instinctively:

- Take to fighting
- "Flee"
- Wait until the situation is over

Make an Offer - Roll out the Red Carpet



Give your interlocutor the opportunity to lose in style. Leave the game in the winner's role.

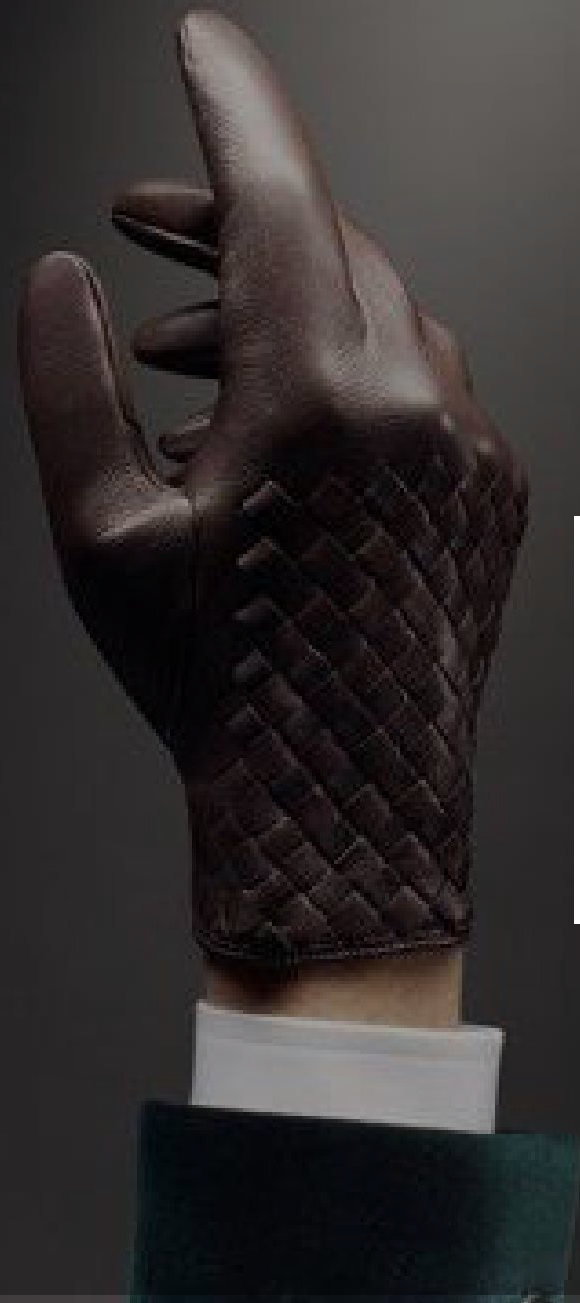
Fear is the Most Powerful Weapon



**The toughest negotiations
are in your head**



WHAT POSTULATES
WERE USED
BY CHARACTERS?



Negotiating from the LEADER'S Position

3

components
of negotiating



1

What do I have at the start of my journey?



2

Where do I want to get?



What I want to take away
from specific negotiations.
Your goal



Is it realistic?

3

What will I be happy with?



All possible options



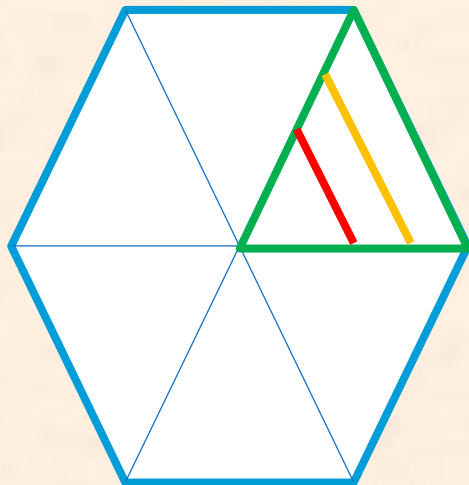
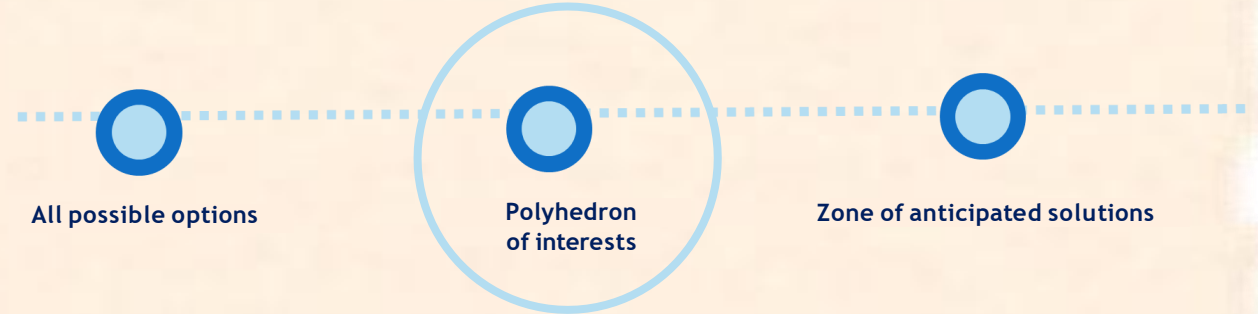
Polyhedron of interests



Zone of anticipated solutions

3

What will I be happy with?



Condition	Lower Limit	Desired Position	Declared Position
Price			
Volume			
Delivery			
Deferral			
Storage			
Service			

4

What comes next



What I will do if I get a 'yes'



What I will do if I get a 'NO'

5

How I will progress



Reference points/Milestones



Techniques/Questions



Fighting Mode in Negotiations

Correct Steps in Fighting



1

Ask for more

2

Do not trust feelings

3

Be silent

4

Determine a deadline

5

YES \neq YES





Pressure and Manipulation in Negotiations



**WHAT MANIPULATION
TECHNIQUES
DID THE CHARACTER
USE?**

Strings for Manipulators



vanity



cupidity



fear



greed



guilt



sense of duty



sex



curiosity

Reverse Technique

Taboo question
"Why?"

Use the technique
when the person's
intentions are unclear.

- The aim of the technique is to draw the opponent into a dialogue and specify details.
- This works well where you are weaker than your interlocutor.
- Questions will help you equalize positions through obtaining valuable information

Obscuring Technique

Do not say
"BUT"

The technique
may be used not more
than twice during
negotiations.

- Efficient at the beginning of the negotiation process to establish trust in you.
- Most important: Remember that you need to agree only with what benefits you and strengthens your positions

Come What May Technique

Important!
State isolated facts.
A manipulator will
calm down when
seeing that you
do not respond
to verbal attacks

"Do what you must,
come what may."

- Do not respond to the emotional message but rather only do what you are supposed to do in negotiations.
- Do not make excuses or repeat negative messages; use a positive image only.

Hunter Technique

Use the technique
carefully and
thoughtfully

Become
an interpreter
from the language
of emotions
into a rational one -
what the
opponent means

The aim of the technique is to use
verbal reasoning constructions

- **Step 1** Listen
- **Step 2** Interpret from the language
of emotions into a rational one
- **Step 3** Ask a closed-ended
question

Question on Manipulation Technique

Important!
Do not use the technique where you strongly depend on the person

Use when you are in a strong position

The technique is applied if your opponent is rude or uses foul language.

Ask the following questions:

- What are you saying this for?
- What gave you reason to say this?
- Please explain.

Scope of Techniques

Your task is to learn how to recognize phrases that put you off your stride.

How to respond using techniques and taking into account the negotiating objective

In a weak negotiating position:

Reverse, Partial Agreement

In an equal position:

Come What May, Hunter, Partial Agreement

In a strong negotiating position:

Question on the Manipulator's Goals

How To Deal with Manipulators

Step 1

Lower your voice

STOP



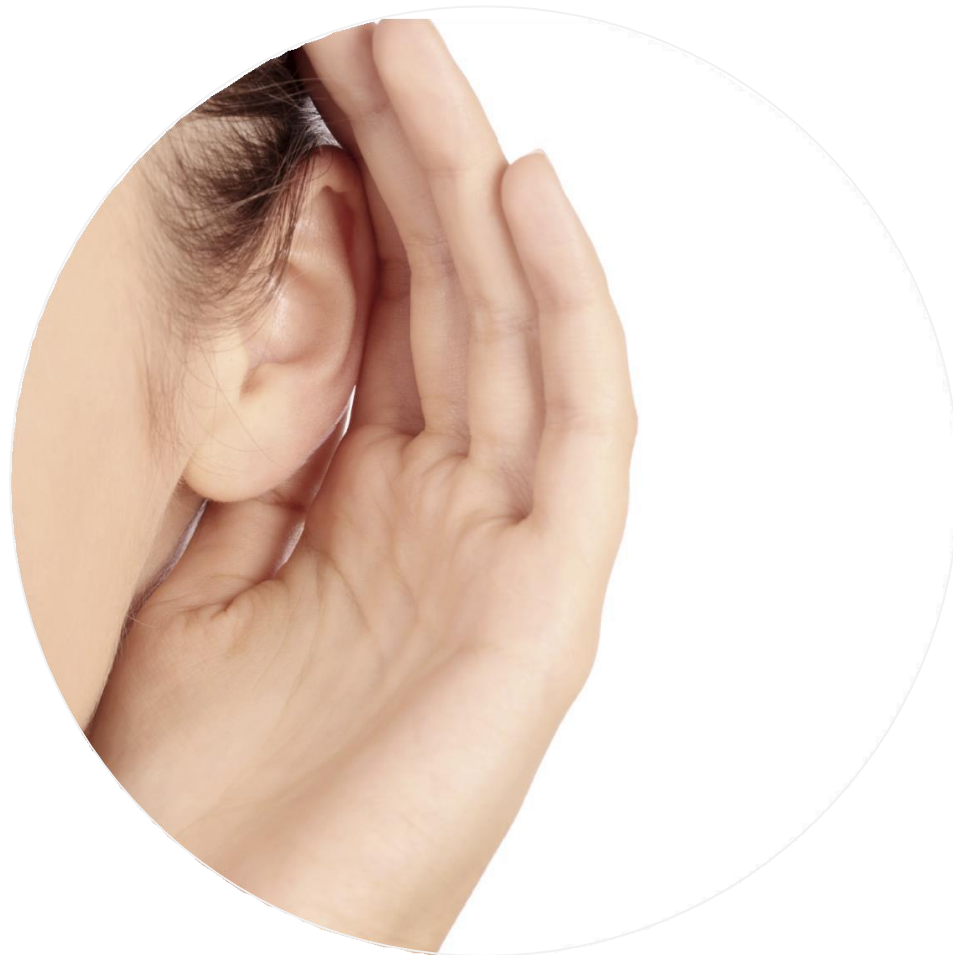
How To Deal with Manipulators

Step 2

Listen to your interlocutor attentively

What for?

1. To find an inconsistency in arguments
2. To understand your interlocutor's vision of the situation



How To Deal with Manipulators

Step 3t

Make a decision

1. Take a break in negotiations
2. Ask a question





What Does Our Emotional State in Negotiations Depend on?



**Your confidence
that you are right**

**Emotional state
in negotiations**

**Accuracy of the
message conveyed**

Steps to Deal with Emotions



Negotiation Process Evaluation



Achievement of reasonable agreement

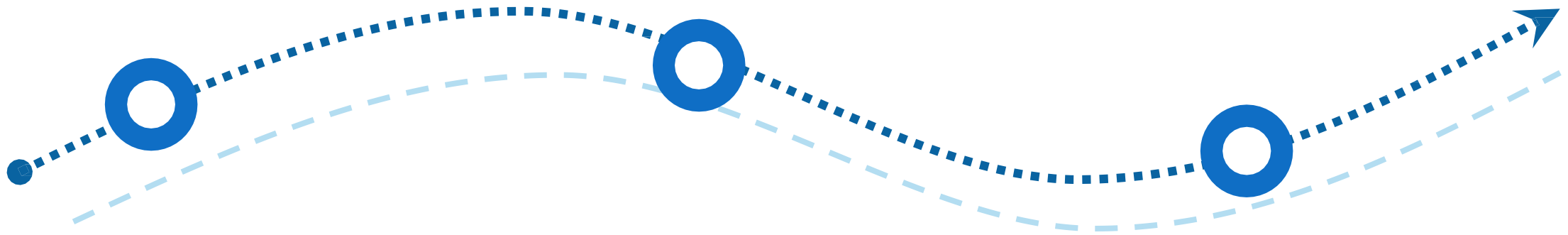


Efficiency in terms of the benefit gained



Improvement or preservation of relationships

3 Questions for the Next Steps



**How exactly
the negotiations
turned out**

**What exactly
I gained**

**What the
next steps
are**

General Conclusions

First of all, get prepared for negotiations thoroughly even if you have an extensive sales experience already.

Remember that your position does not matter - you can always make negotiations end with cooperation and preserve relationships

Analyze each negotiation, record your weaknesses, and work on them by training

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5. Stephan Schiffman “Mastering your key accounts”
6. Karen Pryor “Don’t Shoot The Dog”
7. Alice Wheaton “Say NO to me”



**Thank you for
your attention!**

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