
Negotiate a Win/Win Outcome

Negotiate a Win/Win Outcome

by Kathleen Gage

According to the New Merriam-Webster Dictionary negotiation is “the art of arriving at a settlement with another person, or persons, on some matter. It is the ability to transfer to another by delivery or endorsement in return for equivalent value”.

Negotiation is an important part of what most of us do and yet, many people don't understand the strategies, or art form, to successful negotiation. The following are a few guidelines for achieving a positive outcome regardless of what you are negotiating.

Know what you want to achieve. Before you begin the process of negotiation it is important to know exactly what you would like the outcome to be. Consider what you want and what you would like the end result to be for yourself and the other person(s). This helps you to stay focused.

Far too often people will begin a negotiation process without first considering what they want to achieve. The more focused you are the more likely you are to achieve your goal.

What is your ultimate goal? What are your limits? What are you not willing to budge on and where do you have some flexibility. If you have no flexibility at all then you are not negotiating. You are playing hardball. The ultimate success in negotiation is a win/win situation for everyone.

Information Have as much information about what you are negotiating on as possible, whether it be the purchase of an auto, a job, selling a client software, etc. Do your homework.

If you are going to purchase a vehicle do you know what the blue book price of a the vehicle is, what are other dealerships asking for the exact same make and model, how much is your trade in worth, what can you realistically afford to pay each month, how much will fuel costs be, insurance, maintenance, and any other expenses

to the vehicle? If you are leasing, are there any hidden costs at the end of your lease? If you are buying a used vehicle, has it ever been in an accident? Far too frequently people will see something that looks nice and get caught up in their emotions.

Or if you are selling a product or service to a client what makes your company different than your competitors? If you are charging the same or more for your product or service what is the added value you bring to the table? Is it service, turnaround time, delivery time, quality, etc? Know this before you go to the table so if price becomes an issue you can immediately respond to that objection.

What do you know about your client's business or industry. The more you research this the easier it will be to deal with whatever problems they have that your product or service can fix. If you try to negotiate from a cookie cutter approach you will probably get crumbs in the final deal rather than a nice piece of the pie.

If you are negotiating for a job what are you willing to accept? What is the bottom line for income. What is the industry standard for the position you are negotiating on? What conditional concessions are you willing to accept? A conditional concession is what you will take instead of money. It could be flex time, tuition reimbursement, company car, membership to a gym, paid daycare, or better benefits.

You CAN negotiate anything you want. Often, people do not get what they want because they never ask. If you don't ask you have already told yourself no.

know what you want and show respect at all times. Of course, strive for a win/win situation.

Contact:
Kathleen Gage
563 East Stratford Ave
Salt Lake City, UT 84106
801.466.3630
turningpoint@utah-inter.net
www.turningpointpresents.com