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'Anyone who negotiates anything, should have a copy on their desk.' *Michael Ogilvie, Senior Partner, OBC accountants*

WIN



WIN

How to get a winning result
from persuasive negotiations

DEREK ARDEN

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Using the practical and highly-effective 11 Steps of Negotiation you can break through all the barriers that prevent you reaching mutually agreeable outcomes.

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- Boost your confidence and always get the results you're after

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PART 1

WHY NEGOTIATION MATTERS

1.

We are all negotiators

In this chapter you will learn:

- Negotiations happen 24/7/365. Any interaction with another person is a potential negotiation.
- We are born to be negotiators. Children know how to negotiate with their parents and no one taught them.
- Even when you are in a job. You are selling your time and expertise for a monetary return. Make sure you get paid what you are worth; you work for Me plc.

Introduction

I am always amazed when I speak at conferences on negotiating. I look at the audience and ask a very simple question: 'How many of you are negotiators?'

I get very few hands up. I get just a few nods. Of course, the real answer is that we are all negotiators. We negotiate all the time. Whether it is with our children, our partner, our spouse, our business colleagues, our clients or even ourselves.

Of course, it does depend on the audience of where I am speaking. With a business audience I will get more hands up than I would do with a more general audience. I am always surprised that many people do not think of themselves as negotiators. Nor do they think that they are negotiating so many times during the day. It is an eye opener and I hope this book will be an eye opener for you.

Negotiating with yourself

I always say the first negotiation is with yourself. Why do I say that? Because, generally, it is easier not to negotiate than negotiate. As you read this book, you will appreciate more and more the psychology of the negotiating process.

The fact is that negotiating takes a little thinking time on the best way to approach the issue and sometimes it will produce some conflict. The way you approach that conflict, perhaps in a soft non-threatening way, will directly affect the outcome.

So, your own mindset, your own psychological state and your approach to how you negotiate, will affect you and the outcome.

Let's face it – successful people in business and in life are successful negotiators. They have to be and it has either been self-taught or learnt from others, from books like this, workshops, seminars and masterclasses.

Where are you as a negotiator on a scale of 0-100?

I also ask this question at the beginning of my masterclasses. I am asking you, at the beginning of this book, to consider the question.

Generally, the majority of participants score themselves somewhere between 40 and 70. That is 80 per cent of people. The other 20 per cent are either below, between 20 and 40, or above 70 but not much above 80.

The next question to ask yourself is – how good is good enough as a negotiator?

If you have scored yourself 60 – what would it take to be a 70? And then to move up to an 80 or even a 90? What difference would that make? Would that be the difference that makes the difference to your business, your relationships and your life?

TIP TOP TIP!

Ask yourself – what is the difference that makes the difference when you are negotiating?

Negotiation is a 24/7/365 skill

Every human interaction is a negotiation and we learn to be good at it early on, as a child. In fact, almost as soon as we are born, we cry and find that crying gets us fed.

If you asked a behavioural psychologist what that does to us, they would say that the response becomes an anchor, a Pavlovian response: make a fuss and you get attention.

Of course, as we grow up, we learn that there are better ways of getting what we want. Although often I come across people who negotiate emotionally; throwing their toys out of the pram, metaphorically speaking.

Almost every area in your life, almost every moment of your life when you have interactions with others, is a negotiating situation.

Dale Carnegie wrote one of the first, and still one of the best, interpersonal skills books over 70 years ago, with the great title, *How to Win Friends and Influence People*. It has been reprinted many times. In essence, it says if you help people get what they want, they will help you get what you want.

TIP TOP TIP!

If you help others get what they want, then they will help you get what you want – sometimes called the Law of Reciprocity (see Chapter 14).

Ages of negotiators

I once read that the best ages for negotiating are 0–16 and 32–50.

Up to 16 we are pretty uninhibited. This seems to make sense to me in what I have observed. Before our teens we push the boundaries of discovery. In our teens we can be pretty awkward, as we prepare to leave the nest and find out as much as we can about life. So, in those years, we are pretty much in it for ourselves, pushing our luck as much as we can.

Around 16 we become more aware of what is going on around us, and stop asking.

Asking is one of the most important skills in negotiating. Asking great questions and listening carefully.

With the stopping of asking as we mature, and as we respect other people more, comes the embarrassment of asking in negotiation scenarios.

At about 32 people who are moderately to seriously ambitious start taking more serious responsibilities in business and realise that they have to go for it.

They get stuck in, negotiate and show what they can do.

At around 50 they ease off, as they might prefer quicker deals, with less emphasis on the smaller detail.

I have found this is generally true, particularly with teenagers, as they are pushing the boundaries with their parents.

Life is a choice

It is our life and we can choose whether to get the maximum out of it or not.

There are always choices, although some people prefer not to give it much thought and just hope for the best.

I remember a friend of mine called Mike who said, 'I am stuck in a job going nowhere, a job with no prospects and I have a large mortgage.'

Mike had a choice. He could continue to do nothing and feel sorry for himself or decide to take action and sort himself and his life out.

The vast majority of people decide to take the passive route of doing nothing and wonder why it is nothing that they end up with.

In Mike's case, he had to give up certain things in order to gain others. Whilst we live in an abundant universe, there are some things that are finite.

The main finite thing we all have is the amount of time we have. We all have the same amount of hours in a day, minutes in an hour and seconds in a minute.

It is about energy management. Managing your energy and your motivation. Motivation is helped by setting yourself targets.

There are 24 hours in a day, during which the average person sleeps for 7.5 hours, travels for 2 hours, eats for 1.5 hours and works for 8 hours. This leaves 5 hours spare for other interests, which is a massive 35 hours a week.

You have lots of time to take forward your life in a different direction.

So, Mike sat down and thought about where he wanted to be in all aspects of his life. He then imagined he had done it, eight years down the track.

He visualised what he looked like, how he felt, what sounds he was hearing in his head and how people perceived him. He felt good.

Having drawn up his plan, he started taking action.

His life changed, he started negotiating with himself and with others and he is now very successful.

Take action, start negotiating.

The first negotiation is with you, and this is in your mind. We have a choice: to look at issues in life as a negotiation. The choice, then, is either to negotiate or take things as they are given to us.

TIP TOP TIP!

It is what you learn when you think you know it all that really counts.

Me plc

It is often said that we work for Me plc. Whoever employs us, we sell our time, our expertise and our services to them for a fee, a salary or a wage.

We get paid what the boss thinks is the rate for the job or we get paid the rate we negotiate! We can benchmark this against other people, other jobs and make sure we are being paid properly. We take into account the extras like health insurance, holidays, study leave, sick leave, etc.

Develop a mindset always to negotiate.

Everything is a negotiating situation.

WII FM

Finally, it is worth remembering what WII FM stands for. It is not a radio station; it stands for 'What's in it for me?'

What's in it for me? You will know what is in it for you. But, when you can understand what is in it for the other person, you can negotiate a truly win win win, whenever possible.

You are the most important person in the world. Until you look after you, you cannot help others. That is why, when you get on an aeroplane, they tell you to put your own oxygen mask on first before you help others.

In summary, negotiation is a life skill. An everyday skill and what I observe, as far as negotiating is concerned. Most people know what to do and then do not do what they know.

Recap

- The first negotiation is with yourself.
- You work for yourself, Me plc, so your negotiations directly or indirectly affect your income.
- Negotiating is a 24-hour skill.
- Remember WII FM: 'What's in it for me?'
- Keep your negotiating 'hat' on at all times.



Derek Arden is a leading negotiation expert. An international keynote conference speaker, business coach and facilitator, he has worked in 27 countries, with 5 business schools and has been a visiting lecturer at the Henley Management College for 12 years.

Derek was a Director in a large profit centre of a financial institution for 12 years and has negotiated transactions worth £3bn.

‘Everything you need to know for successful negotiation – and how to do it.’

Jeremy Wilson, Vice Chairman, Corporate Banking, Barclays Bank plc

‘Anyone who negotiates anything, should have a copy on their desk.’

Michael Ogilvie, Senior Partner, OBC accountants

‘The best book on negotiation I have ever read.’

Matt Tumbridge, CEO, Used Car Expert

‘There are skills in here that everyone should use.’

Graham Jones, Internet psychologist

‘Everyone in business should read this book.’

Professor David Gray, University of Greenwich, London

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