

Negotiation Skills

JILL TIPPING

President & CEO BC Tech



Key Takeaways

The goal is to get a good deal not any deal

3 reasons we make bad deals

- See negotiation as zero-sum/adversarial
- Don't prepare
- Cognitive biases

5 ways to make better deals

- Have high expectations
- Ignore sunk costs
- Use framing (and be aware of how it impacts you)
- Watch for overconfidence
- Cultivate your options (BATNAs)

5 Ways to make *better* deals

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Negotiation Preparation Checklist

Define the situation

- ✓ Consider the past present and desired future relationship
- ✓ Determine the pertinent facts
- ✓ Consider the future and possible developments

Organize your information and set your objectives

- ✓ Identify needs (vs wants) and restrictions/constraints on both sides
- ✓ Define your minimum (essentials) and maximum objectives
- ✓ Identify the information you need to discover
- ✓ Determine team size and allocate roles

Analyze the leverage

- ✓ Prepare the laundry list of what you will ask for
- ✓ Make a list of what you will concede
- ✓ Plan an outline of your key points (topics, sequence, roles)
- ✓ Note your pressure points and theirs
- ✓ Consider how you will react to their opening

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Further Reading

Negotiating Rationally

Max H. Bazerman and Margaret A. Neale

Influence: Science and Practice

Robert B. Cialdini

Women Don't Ask

Linda Babcock and Sara Laschever

Getting to Yes

Roger Fisher and William Uryby

