Persuasive Negotiation and Communication Techniques

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Today’s focus

Successful techniques for increasing your communication and negotiation skills in the technical workplace.
To get us started:

Introduce yourself and describe one of your best attributes.
If you want to be heard, you must:

Project your voice

Use good breathing techniques

View your whole body as an instrument of sound:
- the larynx and pharynx, the mouth, and the nose
Effective communication includes body language

Up to 93% of communication is non-verbal.

The eyes communicate more than any other part of the human anatomy.
An effective speaker looks like this:

Tall, open posture and gestures

Head up

Eye contact with the room
An ineffective speaker looks like this:

- Gestures small, close to body, or hands in pockets or on face
- Eyes avoiding the audience
- Standing small with stooped posture
Effective negotiation is more than just asking for a higher salary. It’s really about reaching an agreement on a tough subject.
Learning Goals for Effective Negotiation

- Recognize what is - and isn’t - a negotiating situation
- Identify your negotiables
- Know your “BATNA” and “ZOPA”
- Identify your own negotiating style
- Understand the importance of data
- Be ready for some “theatre”
Effective negotiation is more than just asking for a higher salary. It’s really about reaching an agreement on a tough subject.
Ground Rules for a Productive Negotiation

- Professional exchange - not an emotional fight or game.
- Expectation of “give and take.”
- Desire to reach a “win-win” rather than a “winner take all” solution.

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What Negotiation Isn’t

- Argument
- Debate
- Game Playing
- Solely Social Ritual
- Solely Competitive
Negotiation is NOT a one shot deal.

It’s a 10 Act Play!
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What are my Negotiables?

First step: Assume that most things in your lives are negotiable
What are my Negotiables?

Authorship on papers
Time on equipment
Attending meetings
Personal time
Teaching responsibilities
Completion date
Family responsibility conflicts
Office space
Resources for dept. activities
Salary and benefits
Moving expenses
Duration of appointment
Course load

New job:
Starting salary and date
Facilities/Space/Equipment
Travel budget
Moving expenses
Office furniture and equipment
Staff support
What would you like to negotiate for now?

Who do you need to negotiate with?
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BATNA

“Best Alternative To A Negotiated Agreement”
Always ask yourself - what is my BATNA?

Consider and evaluate your alternatives.

Establish the best as your BATNA.

BATNA is dynamic – it can change through the negotiation as you learn of the other’s resources and objectives.
BATNA

- Also ask yourself - what is THEIR BATNA?

Your task is to try to learn their BATNA and work to come to a consensus that aligns with your BATNA.
What’s my ZOPA?

Many contributions can go into this zone of agreement, some tangible and some intangible.

- Consider what their ZOPA might be.
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Know your negotiating style

- Problem Solve // Collaborate
- Serve // Accommodate
- Force // Compete
- Don’t Engage // Avoid

Satisfy needs of others
Satisfy own needs
Actively seek (new) outcome
Keep things steady, Need for approval.

And modify it if necessary.
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Get the Data!

The facts are your friends!

“Nothing Personal - Strictly Business”
Learning Goals for Effective Negotiation

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Approaches to Problem Solving

- **Explore**
  - Launch some trial balloons and study the response
  - Sum up areas of agreement and disagreement

- **Invent** (based on priorities – low cost, high benefit)
  - Expand the Pie – work together to get resources
  - Nonspecific Compensation – do something extra
  - Logrolling – trade off
  - Cost Cutting – give them one high priority
Tactics to Use in High Drama Situations

- Silence is golden
- Higher authority
- I’ll think about it & get back to you
- Put it in writing
- Be relentlessly pleasant
Beyond Negotiation: Difficult Conversations

Putting out fires without burning bridges

Learning Goals:

- Identify behavior and language that is unproductive or inappropriate.
- Develop skills that reduce the heat rather than flame the fire.
- Learn techniques to help maintain your composure.
- Learn how to keep the dialogue focused on resolving the conflict.
- Know when a mediator is necessary to resolve the issue.
Responding to Difficult Tactics

- Take a breath
- Try to understand BOTH points of view
- Acknowledge their reality
- Go to the balcony
- Return to exploring interests
- Keep your body relaxed, open
- Step to their side
- Learn how to keep the dialogue focussed
Don’t diminish your message
“You may already know this but…”

“I could be wrong…”

“It’s just my opinion but…”

“This is probably a stupid question…”

“Your probably know more about this than I do but…”

From Loden, Marilyn. Feminine Leadership or How to Succeed in Business Without Becoming One of the Boys, 1985
Recognize the importance of body language in a negotiation

Up to 93% of communication is nonverbal

- Stand or sit tall with open posture and gestures
- Have the head and chin up
- Use respectful and attentive eye contact

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Recognize the importance of body language in a negotiation

Study their body language to help you understand what is not being verbally communicated.
Summary of Techniques for Effective Negotiation

- Identify your negotiables
- Recognize what is - and isn’t - a negotiation situation
- Know your “BATNA” and “ZOPA”
- Identify your own negotiating style
- Understand the importance of data
- Learn benefits of collaborative negotiations

*Be relentlessly pleasant - it’s good for everyone!*