

# SMME Clinic Masterclass

## The Art of Negotiation

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How to increase success in sales, staffing & life

BROUGHT TO YOU BY



**I'D SAY THE NEGOTIATIONS WENT MUCH  
BETTER THAN EXPECTED.**

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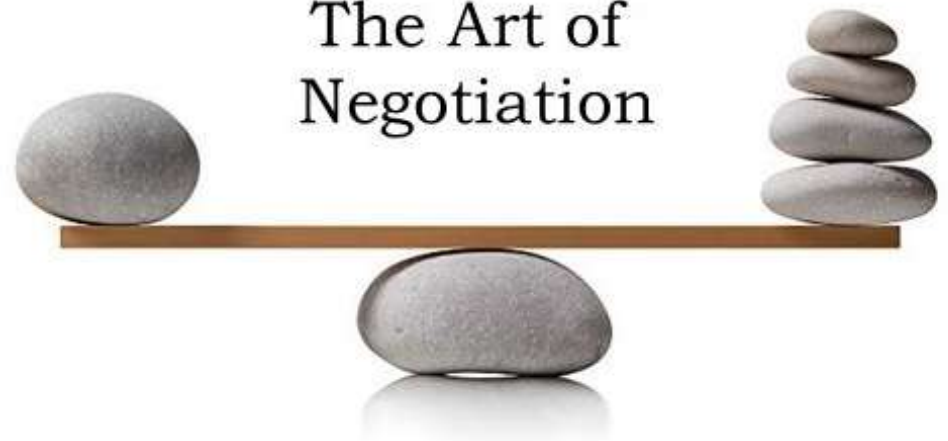
**BEDTIME WAS PUSHED BACK 10 MINUTES.**



## TWO QUICK QUESTIONS:

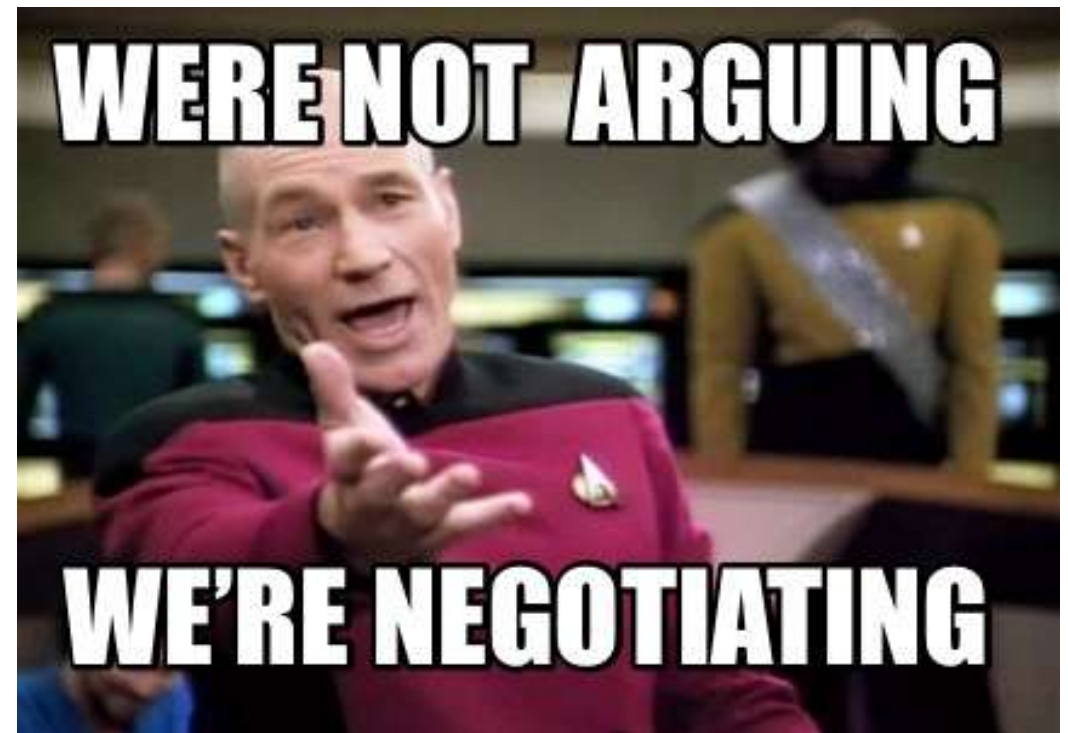
1. List three examples that require skilled negotiation in your personal life
1. List three examples that require skilled negotiation in your professional life

## The Art of Negotiation



## The Steps to Successful Negotiation

1. Know what outcome you want
2. Do your preparation
3. Manage emotions
4. Know your style, and theirs
5. Listen actively
6. Create value
7. Adapt & concede
8. Close the deal



## Know what outcome you want

- The starting point of any negotiation is knowing what you want to achieve
- This includes knowing what you are willing to concede
- Be clear & write it down



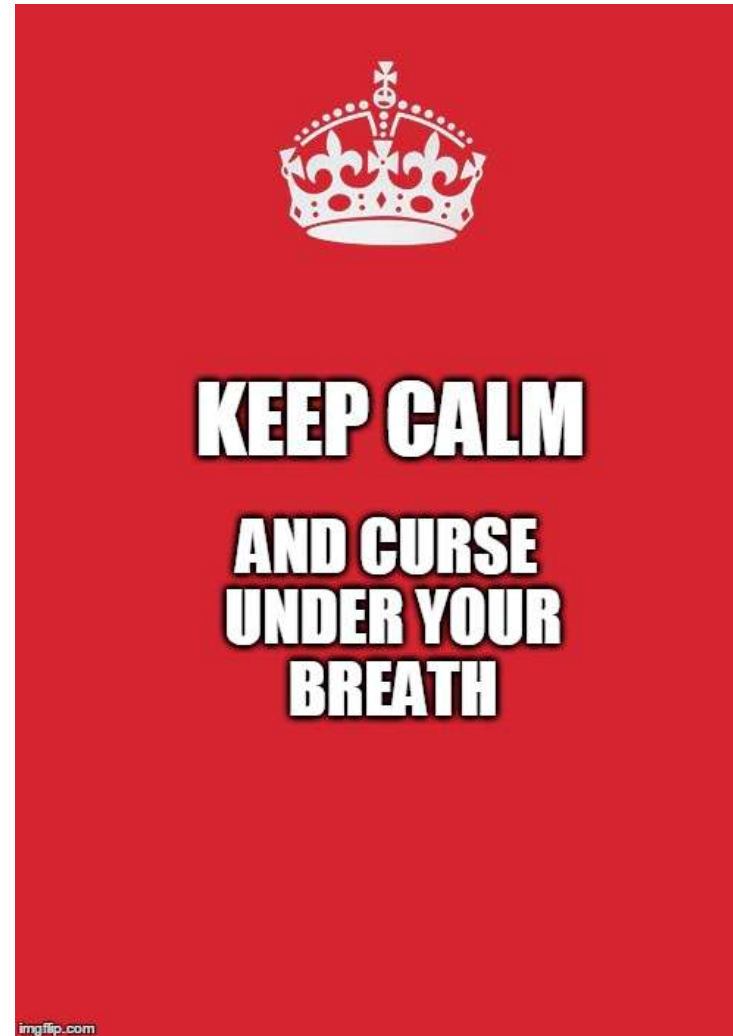
## Do your preparation

- Research is your friend
- Be ready to be challenged or tested
- Know the numbers, always



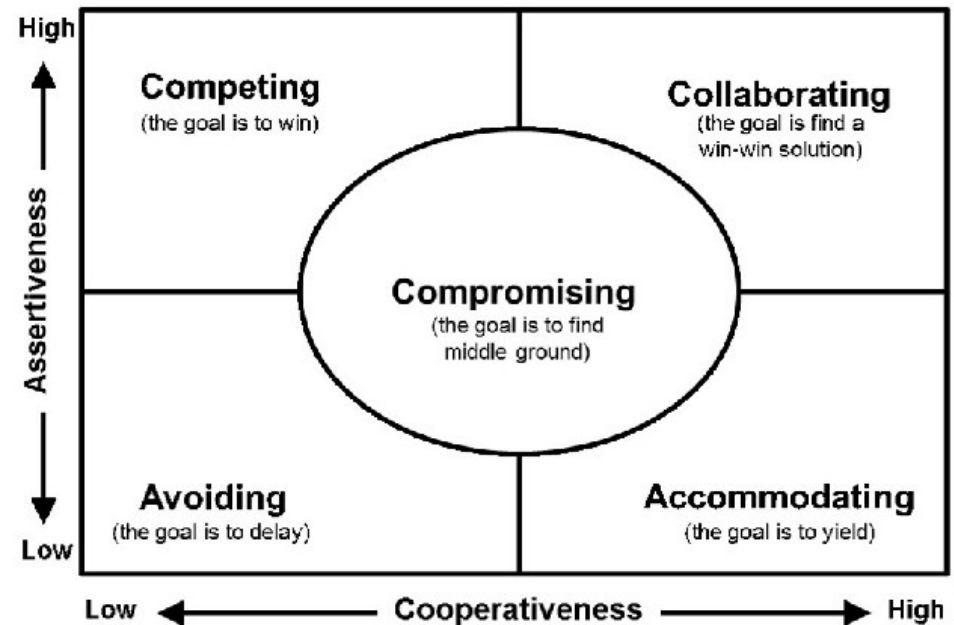
## Manage emotions

- Remain calm, composed and professional, even in moments of high stress or disagreement
- Pause and reflect before responding
- This counts across the board – from disappointment to excitement!



## Know your style, & theirs

- Competitive (win-lose)
- Collaborative (win-win)
- Accommodating (give & take)
- Read the room & adapt accordingly



## Listen Actively

- Talk less, listen more – 2 to 1 at least
- Ask the right questions, and be guided by the answers
- Repeat back to make sure you understand
- Empathy is always powerful



## Create value

- Can we grow the pie?
- If there are trade offs, are they equitable?
- How could we maximise joint benefit/gains?
- How can you create value to push the negotiation further along?



## Adapt & concede

- Adapt your strategy in response to changing circumstances or new developments
- Preserve key priorities, but be flexible on others
- Open-mindedness is a crucial negotiation tool



## Close the deal

- The goal is a mutually acceptable agreement
- Clarify any ambiguities or grey areas
- Confirm commitments
- Ask for what you want to happen next!



## Negotiating as an Art Form

Negotiating is a skill that you can practice. Try some of these phrases next time:

1. Can we explore some alternatives?
2. Help me understand your perspective...
3. What do you need to make this work?
4. Let's find a win-win solution
5. Can you explain the reasoning behind that?





# Life is negotiation!

George J. Siedel

“quote” fancy

# Thank You!



*Practical Business Remedies*

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