

women of
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November Signature Event

Catherine Chu

Negotiating Skills

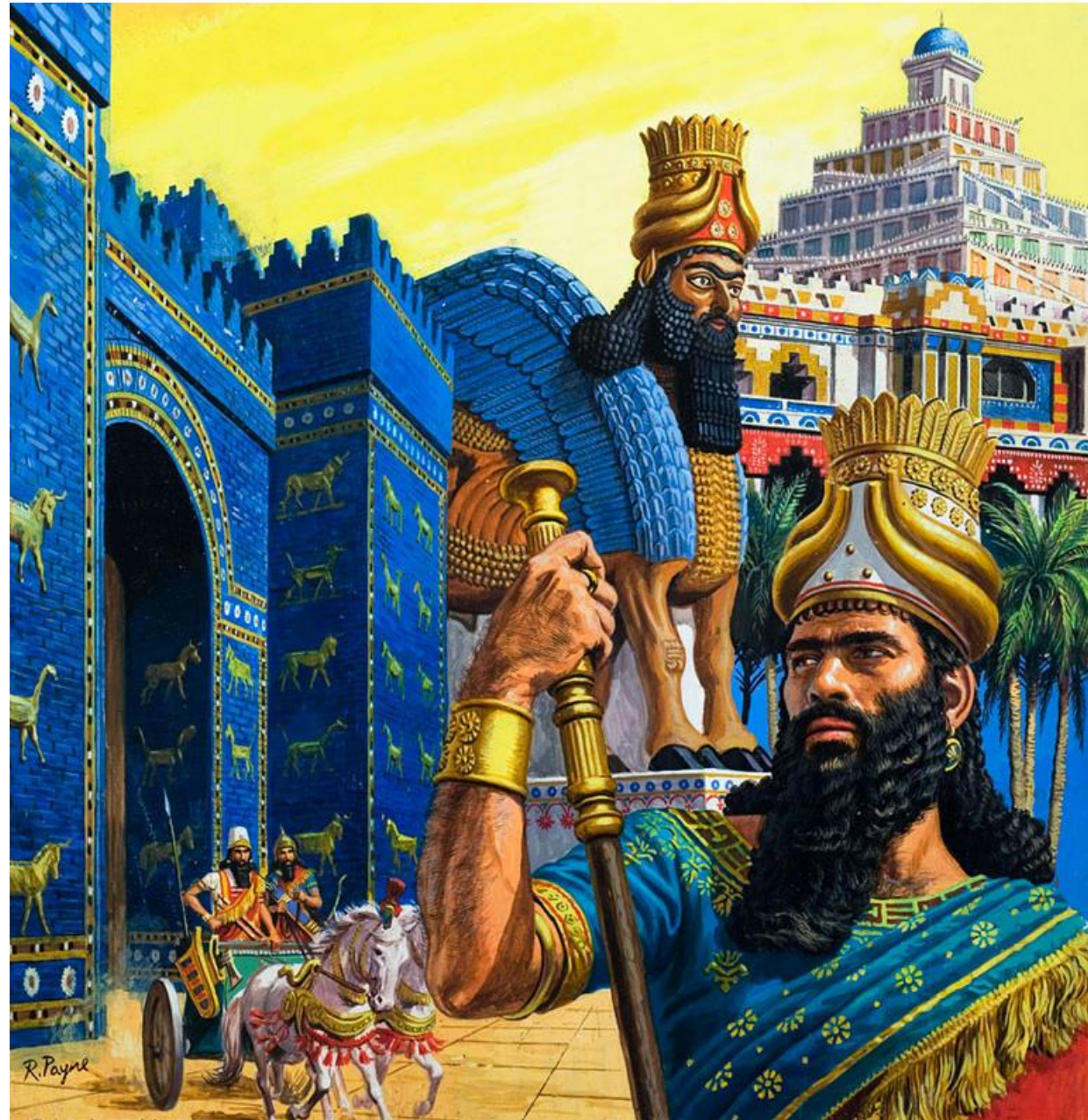
Proven Strategies for Women Leaders

Presented by: Karla Brandau, CSP, RCC, CEO
Brandau Power Institute

**Negotiating
has not
changed for
centuries.**

Put King
Nebuchadnezzar in
a suit and you'd
have one tough
negotiator.

He'd use the same
tactics as we are
learning today.



**How would
you negotiate
with Attila the
Hun?**



**Or Sir Richard
Branson**



You negotiate every day, even every hour, of your life

- Who takes out the trash?
- Who will do the dishes?
- The property line is here!
- Who gets the remote?
- I need that conference room.
- The deadline needs to be moved to the 5th.
- Who gets the Toyota and who the Beamer?



Mike Evans gives away Tom Brady's 600th touchdown pass ball, Buccaneers staffer negotiates to get it back.



Cork Gaines ✓
@CorkGaines



The moment Mike Evans realizes he threw Tom Brady's 600th TD ball into the stands. #Bucs



<https://twitter.com/i/status/1452382648509386754>

Catherine Chu's Story



What comes to your mind when you think of Negotiation?

Put one word in the Chat Box!

Negotiation

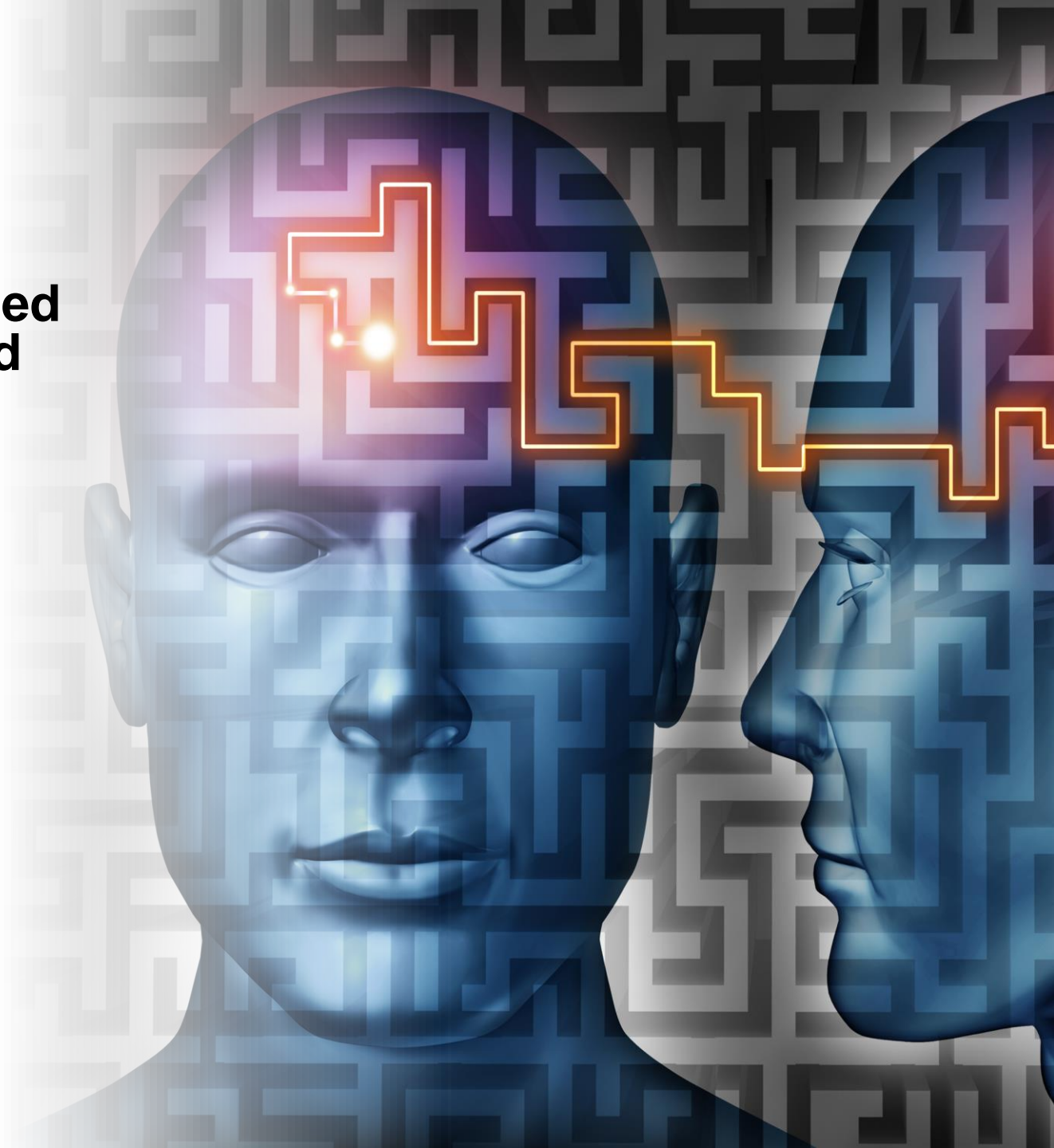
Do you see it as:

- Conflict
- Fight
- Battle
- War
- Combat
- Contest
- Struggle
- Competition

Negotiation

What if you changed your paradigm and saw it as:

- Energy
- Solutions
- Engagement
- Opportunities
- Understanding
- Transfer of ideas



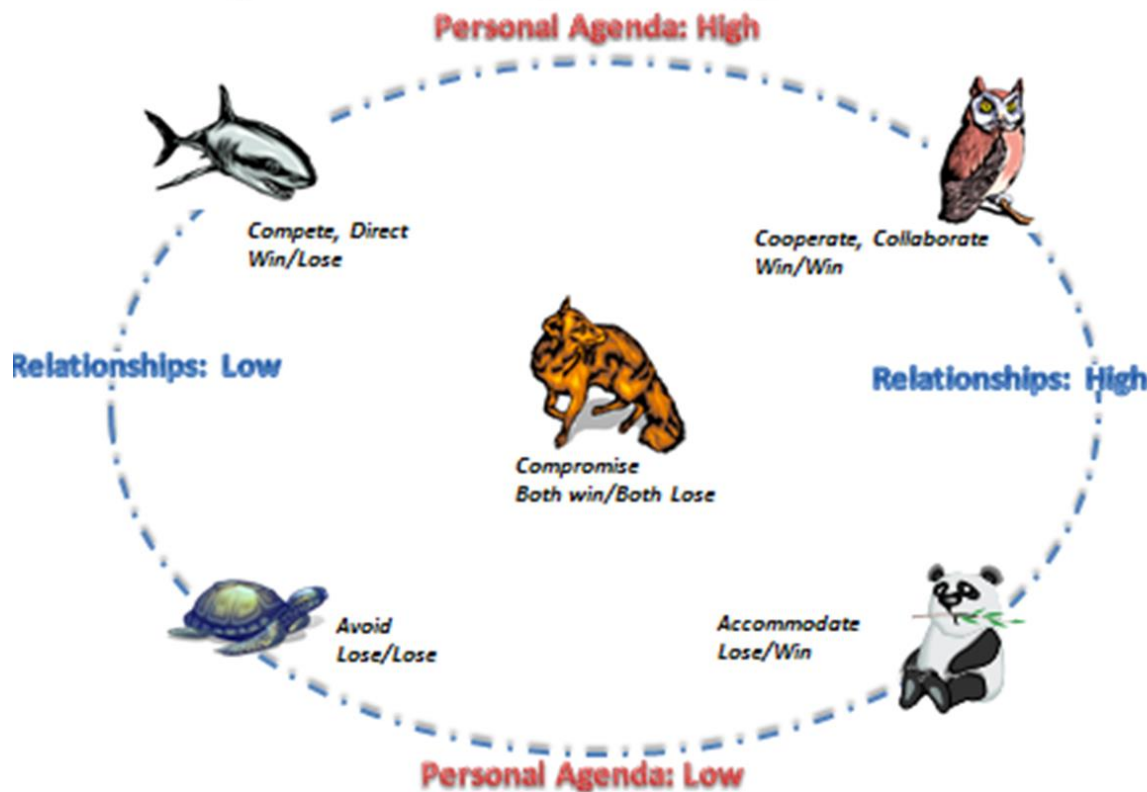


Formal Definition

Negotiation is a method by which people settle differences. It is a process by which compromise, or agreement is reached while avoiding argument and dispute.

Conflict/Negotiation Styles

5 Styles of Responding to Conflict



CHAT IN:
Which style do you regularly use?



Does Win-Lose Work?

... If it is a one-off negotiation.

... Not so well if you'll meet the party again.



Compromise: an agreement over a dispute reached by each side changing or giving up some demands

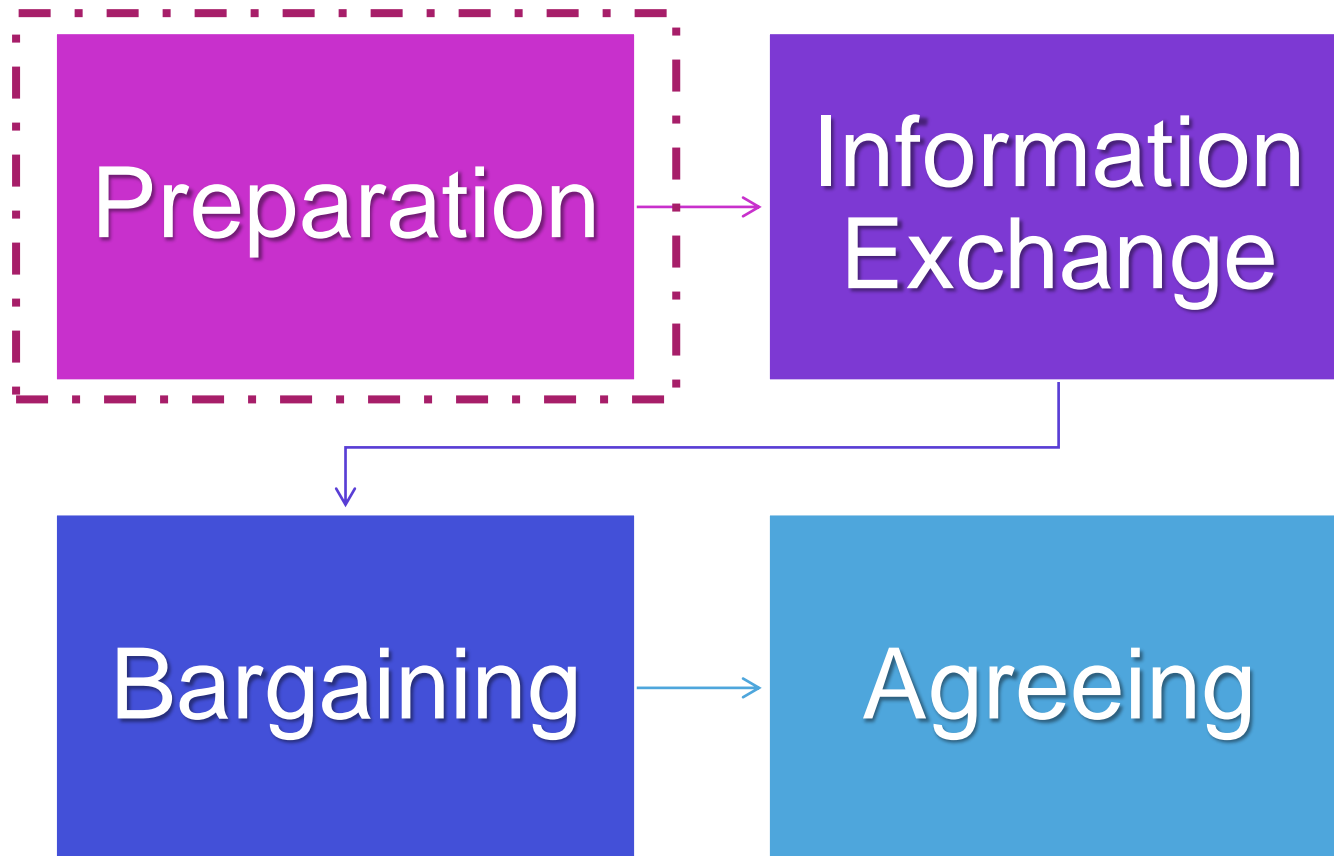
**Give + Take =
Compromise**

Win Win

One of the objectives of a negotiation, through the process of give-and-take, is to find more **overall value for both sides**, perhaps not apparent before negotiations start.



4 Stages of Negotiation



Preparation

A Coach's Viewpoint: Rigorous Preparation





Preparation: Develop a Game Plan

Do you need this deal more than the other party, or do they need it more than you? Are you dealing from strength, or are you in a weaker position? Are the concessions you need to make not in your short-or long-term best interests?

Preparation

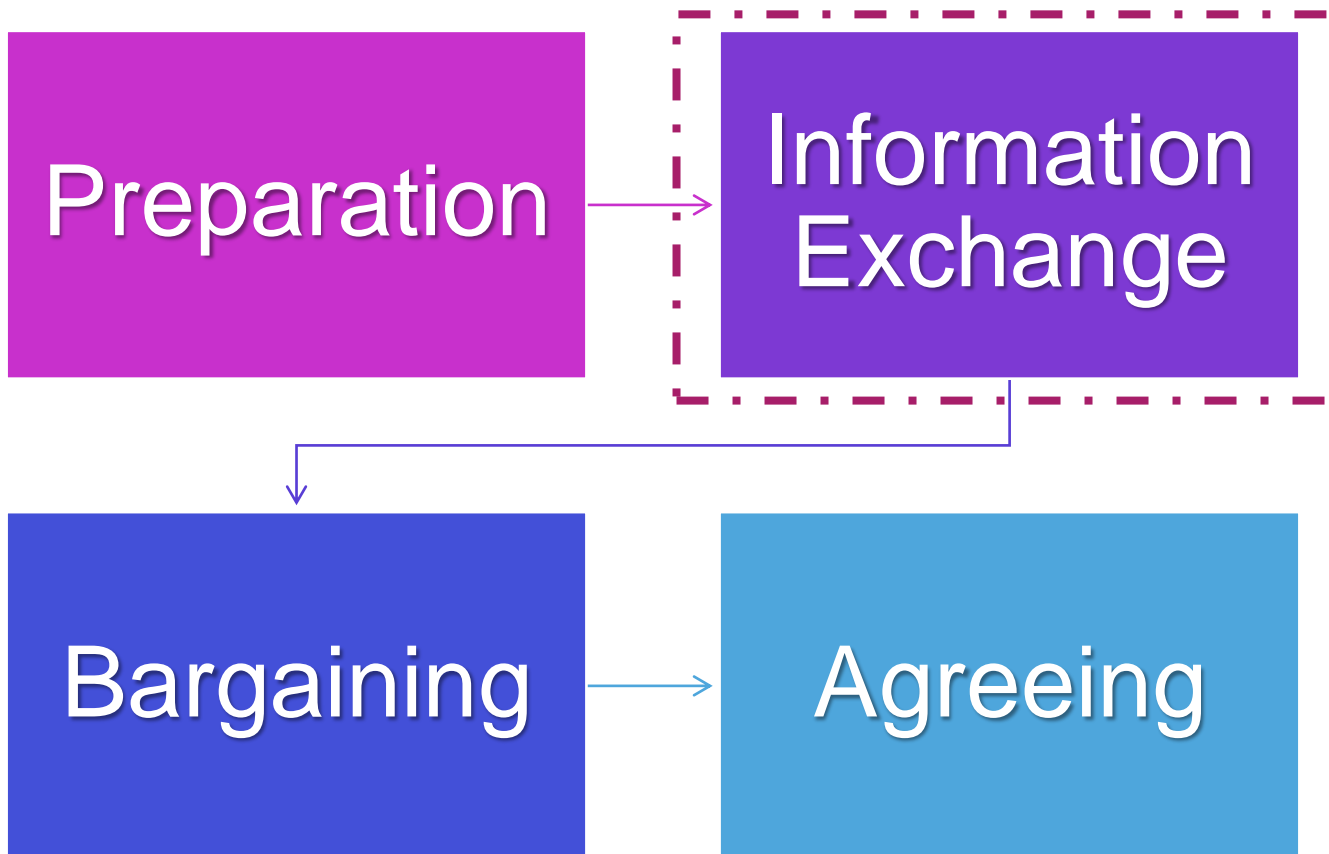
- What facts do I know?
- What are my needs?
- What are their needs?
- What are my interests?
- What is my position?
- What is their position?
- What are their interests?
- What options can I offer?



Preparation

- What am I trying to accomplish?
- What is my objective?
- What is their objective?
- What are the minimum outcomes you must achieve?
- What possible facts or interests might pop up or could be totally overlooked?
- Will you walk away from the table?

4 Stages of Negotiation



Information Exchange

Normal exchanges of information include discovering **POSITIONS**:

- Perfect agreement in some areas
- Perfect disagreement in some areas
- Partial disagreements

Information Exchange

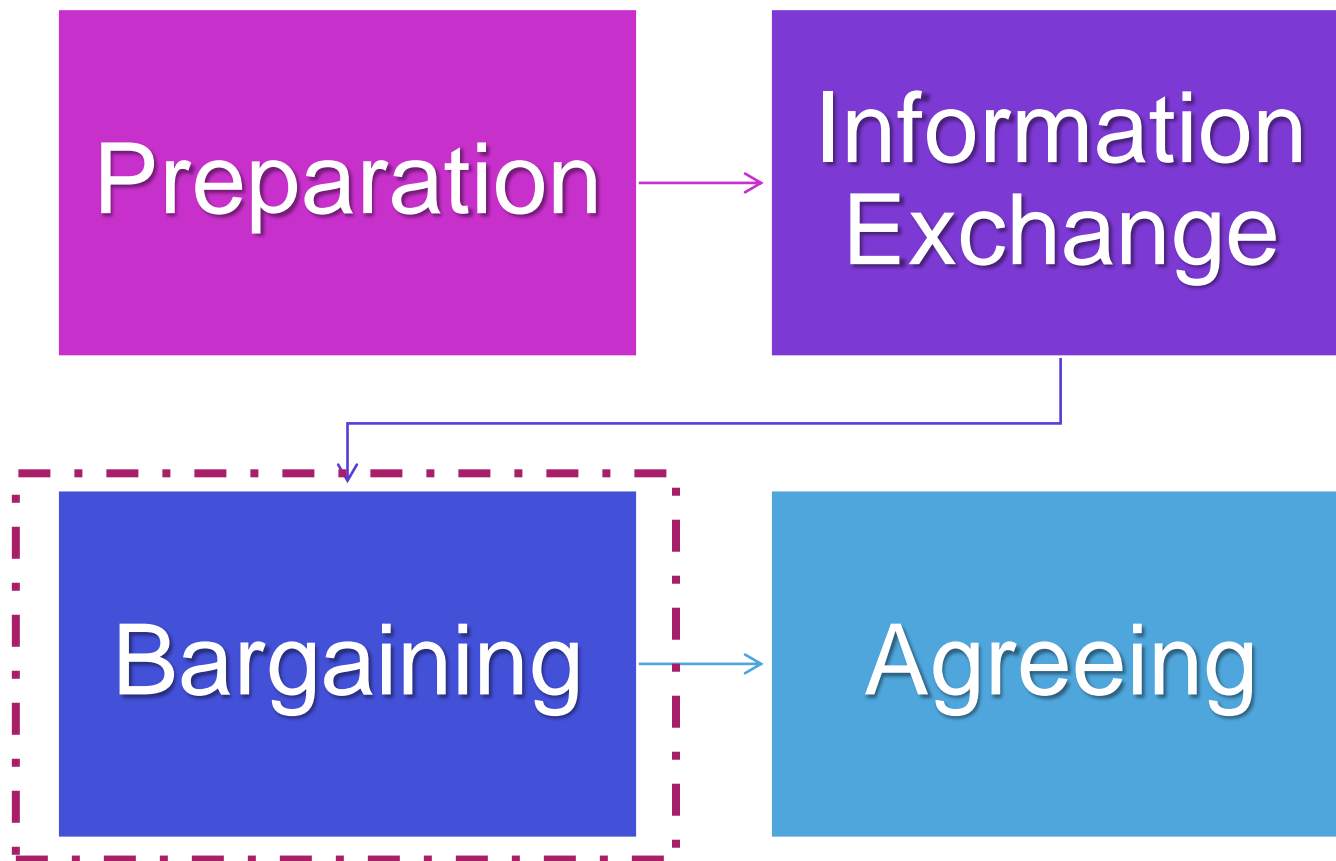
Ask Open-Ended questions
to discover **INTERESTS**.

These are more powerful
than positions.



Harvard Business
School Professor
Bazerman, Negotiation
Expert

4 Stages of Negotiation



Bargaining

Study your counterpart

- Be hard on the problem and soft on the person
- Focus on needs and interests, not positions
- Be inventive and creative about win-win options
- Sell them on your options
- Make clear agreements

Read their body language but work to hide your body language.

Respond

... but don't **React**. Take a deep breath.

Manage

... your emotions.

Let

... some accusations, attacks, threats or ultimatums, real or perceived, slide by.

Make

... it possible for the other party to back down without feeling humiliated perhaps by identifying a change in circumstances that justifies a change in position



Negotiating Power

- Knowledge of the other person's interests
- Alternatives you can offer
- Ability to articulate solutions

Sources of Power

To
remember
the eight
sources of
power just
remember
the acronym
NO TRICKS.

Need

Options (Alternatives)

Time

Relationships

Investment

Credibility

Knowledge

Skills

BATNA – Best Alternative To a Negotiated Agreement

- What is the best alternative to a negotiated agreement or advantageous alternative course of action a party can take if negotiations fail and an agreement cannot be reached.
- The exact opposite of this option is the **WATNA** – Worst Alternative to a Negotiated Agreement



Universal Negotiation Tools: Nine Components

- **Planning**
- **Adaptability**
- **Read nonverbal cues**
- **Active listening**
- **Engaging verbal communication skills**
- **Persuasion skills**
- **Emotional intelligence**
- **Expectation management**
- **Patience**

Assertive Delivery Checklist



Cool & calm



Convert anger into positive energy



Well modulated tone (Not too many upglides)



Lower registers of your voice



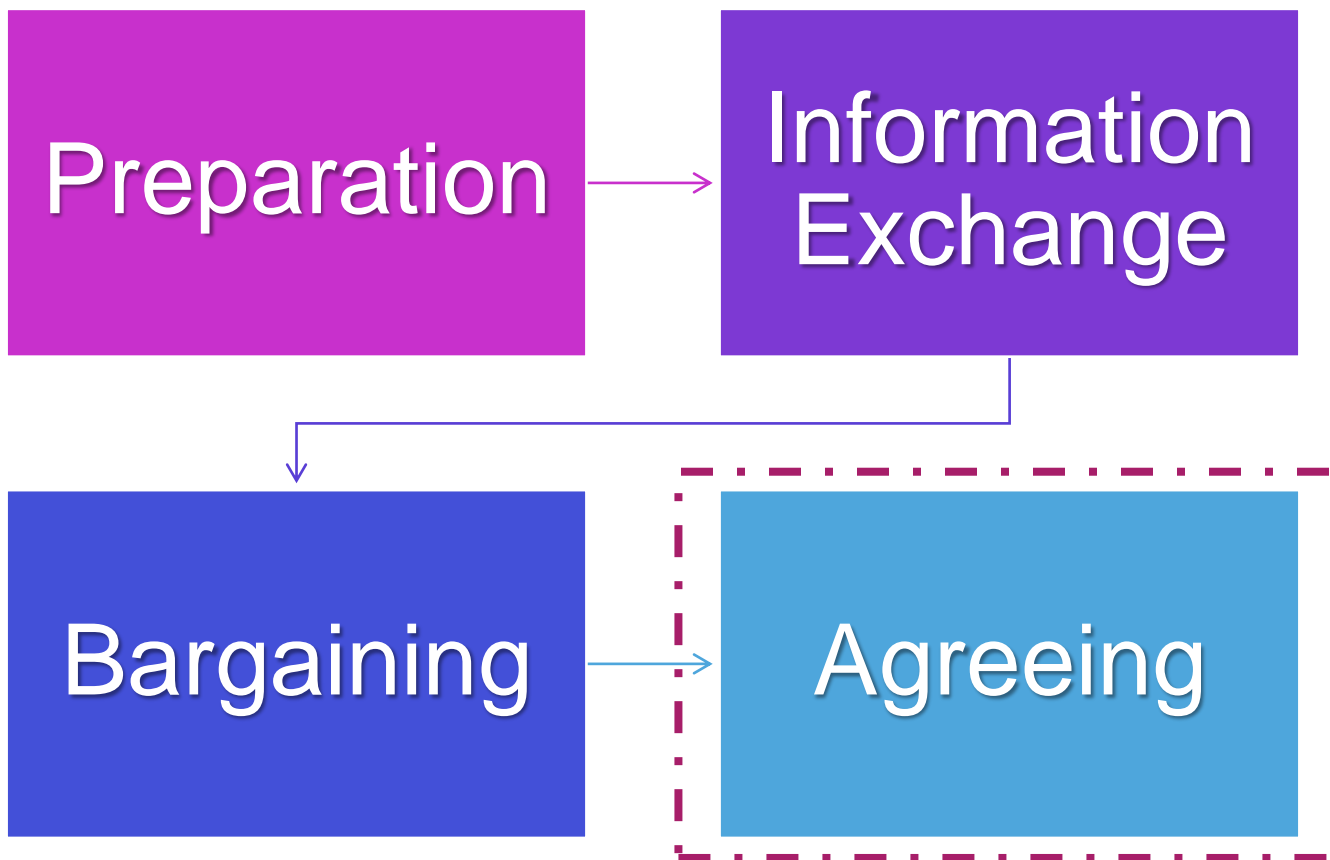
Direct eye contact



Level Chin



4 Stages of Negotiation



Compromise: Manage Wins and Losses

- People prefer to experience several “wins” rather than one: make concessions, issue rewards, and deliver good news in stages rather than all at once.
- The opposite is true for losses: Convey bad news in one big chunk.



**“Heck of a way to start
the negotiation.”**

Agreeing

- **Don't let clarity be a casualty.** Be very crystal clear on what you want and why you deserve it. Gain clarity on what he/she wants.
- **Listen with squinting EARS.** Listen carefully across the table because silence is golden.
- **Be as durable as steel.** Always be prepared to walk away from the negotiation table.
- **Remember, no pain, no gain.** Amplify the potential loss in the situation but not your own. Solve their business pressures, and they will, in turn, solve yours.

Agreeing

- **Document agreements**
- **Choose your words carefully**
- **Summarize in clear, simple terms, using their words if possible**
- **Build your case as you progress to agreement**
- **Make concessions using the “if, then” technique**
- **Create an acceptable “win-win” for both**



Agreeing

Don't negotiate with yourself:

- **Make a credible offer**
- **Wait for a counteroffer**
- **Silence is your friend.**



Techniques for Breaking Negotiation Deadlocks

- Search for common interests
- Focus on areas of alignment and agreement
- Turn problems into alternatives and choices
- Turn solutions into smaller choices
- Limit the scope of the problem
- State the other side's case
- Seek additional input
- Take a Break

Differences Between Men and Women in Negotiations

Men:

- Talk for longer periods of time
- Interrupt more
- Use direct, intense language
- Are more rational and logical



Women:

- Use more tentative and deferential speech patterns
- Use more disclaimers “I think”
- Are more sensitive to non-verbal signals
- Are more emotional
- Are more Intuitive





Increasing Women's Effectiveness when Negotiating

Women need training in:

- Assertiveness skills
- Difficult conversation skills

Women need to decide what they:

- Aspire to have
- Can present as strong alternatives



Strong Alternatives

If you are dying to have this one-of-a-kind million-dollar antique and it's the only one on the market for sale, you have few options.

A Journal of Applied Psychology study found that:

“Possessing a strong **alternative** might give women a justification for setting more ambitious targets, behaving more assertively, and claiming more value than they otherwise would.”

Women and the Assertiveness Backlash

Dartmouth business professor Jennifer Dannals says,

“Most of the people are not going into these negotiations thinking explicitly, ‘I really hate when women are more assertive.’” Instead, the backlash emerges from unconscious bias that leads people to have certain expectations about how it’s appropriate for men and women to behave.

Dannals’ suggestions:

- Train women in negotiation skills
- Train women to ask for more
- Provide effective diversity training

Cyndi Richardson's Story

Tips when negotiating at your company



Resources



New hire



More budget money



Vacation time



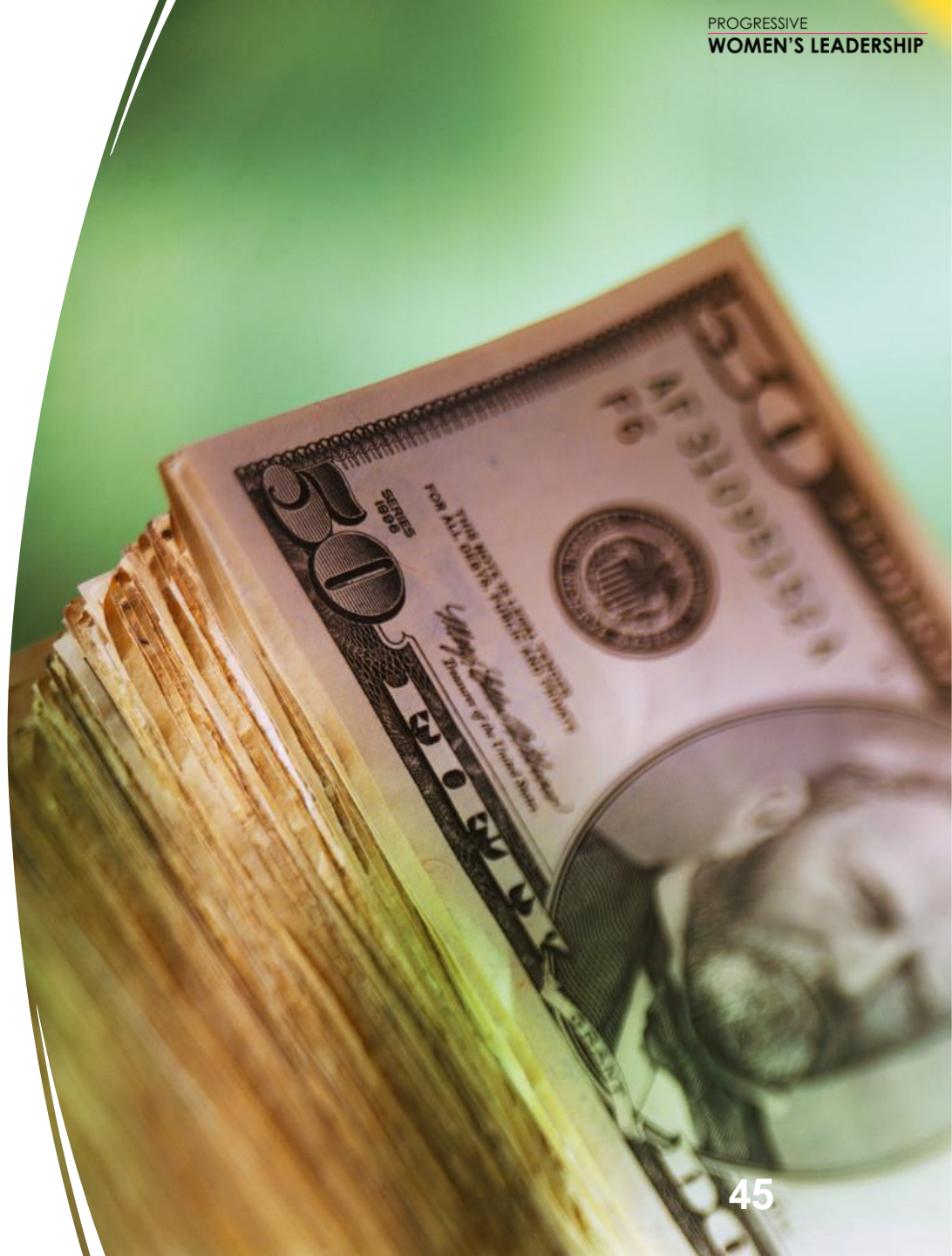
Increased salary

Negotiating Your Needs

Tip #1- Prepare Mentally and Emotionally

Invest effort in:

- Knowing what you want and why
- Thinking through acceptable alternatives
- Gathering data from hiring sites to document your worth
- Practicing stating your achievements and capabilities that warrant a higher salary in dollar amounts
- Developing specific strategies for being persuasive

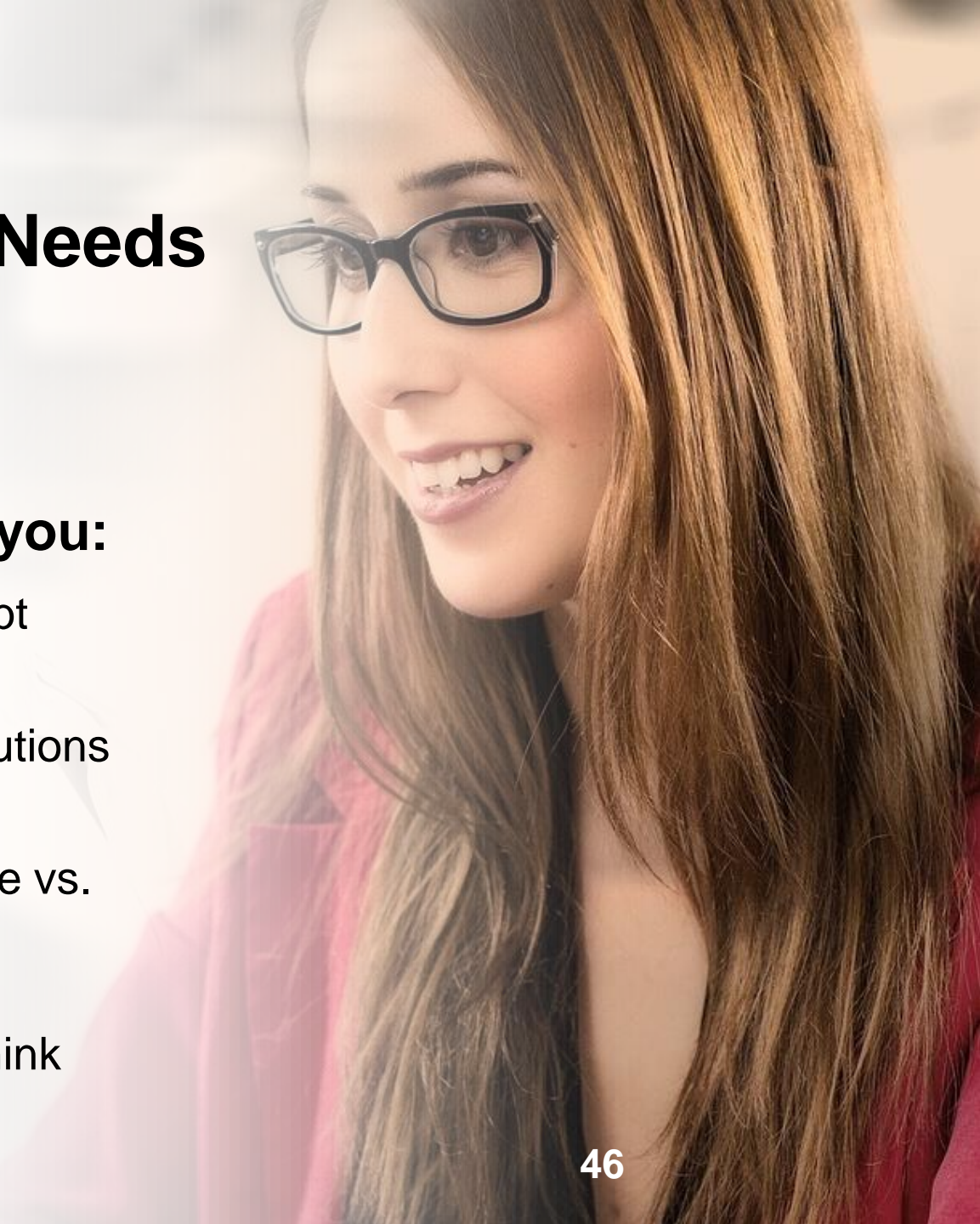


Negotiating Your Needs

Tip #2 – Cultivate Positive Emotions

Positive emotions help you:

- Overcome fear and self-doubt
- Seek mutually beneficial solutions
- Be more willing to collaborate vs. being competitive
- Improve mental ability to think creatively

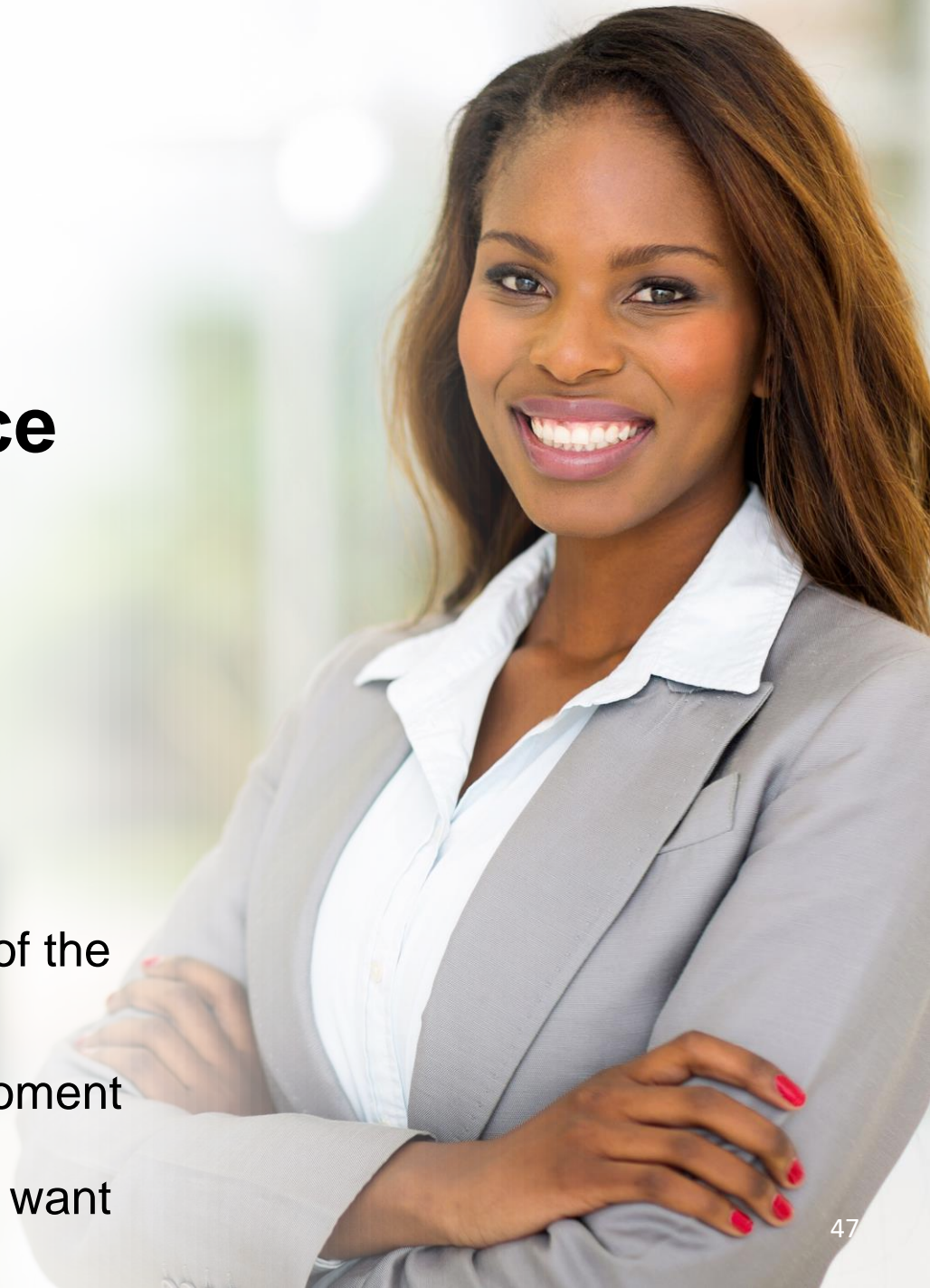


Negotiating Your Needs

Tip #3 – Boost Emotional Intelligence

Emotional intelligence helps you:

- Be aware of your own emotions
- Regulate intense emotions
- Consider how to respond
- Be more aware of the emotions of the other person
- Be mindful and in the present moment
- Keep focused on the results you want



Negotiating Your Needs

Tip #4 – Negotiate Communally

This means you:

- Refrain from focusing solely on your own needs
- Reframe your request in terms of benefit to the other person
- Consider the interests of the other party
- Suggestive integrative solutions

(Integrative: serving or intending to unify separate things.)



Negotiating Your Needs

Tip #5 – Negotiate a Package

A package:

- Removes the win-lose appearance
- Helps you appear more collaborative
- Could include:
 - Paid time off
 - Hiring on assistant
 - Commuting allowance
 - Performance bonus



**Hide
your
glee!**





FINAL QUESTIONS?



women of
cardlytics

PROGRESSIVE
WOMEN'S LEADERSHIP

Thank you for
your participation!

