

# Negotiation Strategies and Tactics

**Power • Process • Principles**



## Program Agenda

- Win Win or No Deal
- Negotiation Planning
- Identifying Variables
- Sources of Power
- Making Concessions
- Collaborative Approach
- Negotiation Tactics
- Counter Strategies

### Lewis Associates, Inc.

We are a Chicago-based training and consulting firm. Since 1992, we have helped companies create *strategic business advantage* by developing the skills and performance of their people. We work with companies that want to enhance the results of their sales activities and improve their leadership effectiveness.

Based on a foundation of integrity and respect for the individual, we are responsive and flexible; resulting in a long term legacy of helping others achieve their goals.

**We have no choice on whether we would like to negotiate with others, we can only decide how well we would like to be able to negotiate.**

The purpose of a negotiation is to enter into an agreement such that both parties have their needs satisfied and are motivated to fulfill their agreements and enter into further negotiations with the same party in the future. Your job in every negotiation is to assure that the other party will want to continue doing business with you in the future.

When you are determined to achieve a win win solution to a negotiation, and you are open, receptive and flexible in your discussions, you will often discover a third alternative that neither party had considered initially, but that is superior to what either of you might have thought of on your own.

Timing is everything in a negotiation. There is “too soon” and “too late” in every situation. Whenever possible, you must plan strategically and use the timing of the negotiation to your advantage.

The details are what trip you up every time. Be sure to get the facts before you begin negotiating, especially if the subject is large or complicated or both. Avoid the temptation to accept superficial answers or incomplete numbers. Do your research, ask questions, listen carefully, and take careful notes.

*I was particularly impressed by your insight into our business and the method by which you created a positive learning environment. Thank you for your commitment to our success.*

David M. Smith, Vice President/North American Sales  
Unitech Systems, Inc.



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