Twitter Thread by Ben Meer



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You don't get what you deserve.

You get what you negotiate.

9 tips to master negotiation (in life and business):

Negotiation is one of the highest ROI skills.

You will:

• Earn more (job salary, client deals)
• Save more (home or car purchases)
• Win more (controlling the TV remote)

9 powerful tips, here we go...

1. Prepare (‘I FORESAW IT’ Framework)

“If you fail to plan, you are planning to fail” —Ben Franklin

Use this checklist to plan for any big negotiation.

Preparation (like this) will give you confidence and influence.

Credit: Prof. Seth Freeman

I	**INTERESTS** • What do I want here? • What does the other side want? (Pro tip: Consider interests of each key stakeholder) • What are the common interests?
F	**FACTUAL & FINANCIAL RESEARCH** • What are market prices? • What do experts say? • What are cultural norms and legal constraints?
O	**OPTIONS** • Brainstorm possible deal terms (list 6+ creative options).
R	**RAPPORT** • How can I be hard on the problem and soft on the person? • How can I set the right tone from the start? • Roleplay with friends or family
E	**EMPATHY & ETHICS** • How do things look from the other side? • How do they fit into their organization? What are the unique challenges of their role? • What might their ethical or spiritual considerations be?
S	**SETTING & SCHEDULING** • Where and when will you negotiate? • How important is discretion? Should negotiations be held in private or public? • What, if any, deadline will you face?
A	**ALTERNATIVES TO AGREEMENT** • What will you do if there's no deal? Knowing this will give you confidence to walk away. • Rank your alternative options.
W	**WHO** • Who can help? • Whose agreement must I win? • Who might be a decision-maker outside of view? (Spouse, boss, etc.)
I	**INDEPENDENT CRITERIA** • What are the objective benchmarks and industry standards? (Ex: Kelly Blue Book value) • These let you say. "Don't take my word for it; let's turn to something we both trust."
T	**TOPICS, TARGETS, & TRADEOFFS** • Topics (List agenda items like salary, hours, vacation time, etc.) • Targets (For each topic, write down your best target and walk away target) • Tradeoffs (Prioritize your targets, so you're prepared if you need to make tradeoffs)

2. Hone Your Body Language (7-38-55 Rule)

People will like/dislike your communication based on:

- 7% words
- 38% tonality and face
- 55% body language

Stand up straight, pull your shoulders back, make eye contact, smile, give a firm handshake...

You will be dangerous.

3. Use the Word “Fair”

“The most powerful word in negotiations is ‘Fair.’

Say: ‘I want you to feel like you are being treated fairly at all times. So please stop me at any time if I’m being unfair, and we’ll address it.’” —Chris Voss

Show them respect, set the tone.

4. Make the First Offer

Old-school advice says to wait for them to reveal the first number

(so you don't short-change yourself).

New studies show its often better to go first,

due to a powerful “anchoring effect”...

Rule of thumb:

If you know the bargaining range,

Go first at an extreme high (or low).

You’ll anchor the negotiation to that number.

5. Ask Open-Ended Questions

Understanding the other side’s needs is crucial.

Never Assume! Ask questions to uncover creative solutions.

Use ‘What’ & 'How' Q's:

• What about this is important to you?
• What about this doesn’t work for you?
• How will we know we’re on track?

6. Sidestep Killer Questions

Avoid weak positions resulting from tough questions.

Killer Questions:
• How much are you currently making?
• How much do you expect to make?

Sidesteps:
• I have a rule not to discuss that.
• I'd like to know the salary bands for this role.

7. Be Soft on Person, Hard on Problem

Always treat your counterpart with dignity.

If there's a problem, focus on the facts.

Facts are more persuasive and less controversial.

Don't say: "This is a cheap company."

Say: "Comparable industry roles pay [x]."

8. Vocalize Potential Losses From No Deal

Use this formula to heighten emotions and motivate:

If we agree (list their benefits),
If we disagree (relist benefits as LOST, plus other pain points).

Loss Aversion says, people go to extreme lengths to avoid *perceived* losses.

9. End Positive (Oprah Rule)

Recency Bias describes our tendency to emphasize whatever occurred LAST.

In negotiation don't take cheap shots, complain, or try to get more leverage at the end.

Oprah is a famous negotiator who makes her last touchpoint a positive one...

"Say something both indisputably positive and indisputably true at the end:

'I'd love for us to be able to work this out productively so we can have a long and prosperous relationship.'"

—Chris Voss

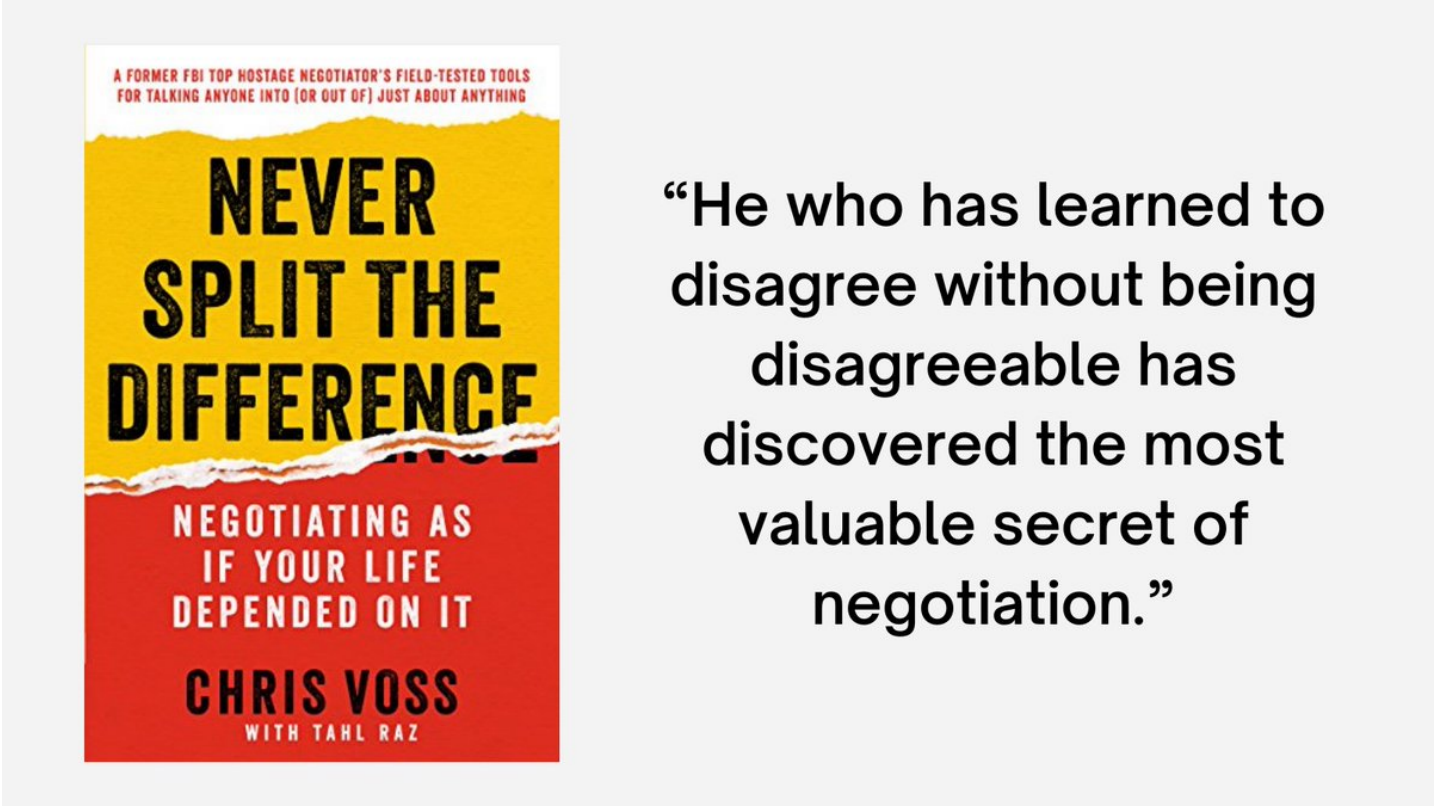
Want to dive deeper into negotiation?

3 books I recommend:

• Great Courses: The Art of Negotiating the Best Deal (Audible) by Seth Freeman

• You Don't Get What You Deserve, You Get What You Negotiate by Chester Louis Karrass

• Never Split the Difference by Chris Voss



TL;DR Negotiation Tips

1. Prepare ('I FORESAW IT')
2. Hone Your Body Language
3. Use the Word 'Fair'
4. Make the First Offer
5. Ask Open-Ended Questions
6. Sidestep Killer Questions
7. Be Soft on Person, Hard on Problem
8. Vocalize Potential Losses
9. End Positive (Oprah Rule)

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https://t.co/aRbb8i1C5q

> If you want to give yourself a personal MBA (in 6 months), read these books:
>
> — Ben Meer (@SystemSunday) June 29, 2022

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