



Courtesy: Clive Rich, LawBite

## Negotiating & Influencing

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- **There are three pillars of effective negotiation: attitude, process, and behaviour.** Attitude is the mindset brought to the negotiation table, the process is the stages of negotiation, and the behaviour is the choices made during the negotiation. The attitude one brings to the negotiation table can affect behaviour, while different behaviour is appropriate at different stages of the negotiation process.
- **There are seven stages to the negotiating process: preparation, climate setting, wants and needs, coinage, bidding, bargaining, and closing.** Often different people can be at different stages at the same time, which is not a recipe for efficient negotiation, so make sure that everybody is at the same stage at the same time in order to get the most efficient result out of the process. About 1/3 of the negotiation time should be spent in preparation.
- **There are four different attitudes people bring to negotiation: being a user, a loser, confuser, or a fuser.** Users are people who try to take advantage in the negotiation and their internal mindset is focused on winning at all costs. This attitude is not successful as it often creates resentment and deals that fall apart quickly. Losers are the opposite; they go into negotiation assuming they will lose, and this attitude often leads to them being pushed around by the other side. Confusers start the negotiation with the wrong set of assumptions, and this makes it difficult to reach a successful outcome. Fusers are confident and assertive, and they recognize that the other side needs to get something out of the negotiation in order for it to be successful. Fusers are the most successful negotiators as they have an internal mindset focused on finding a solution that works for both sides.
- **The most effective negotiators have a repertoire of behaviours, which can be grouped into 'I', 'We', 'You' behaviours and Parting behaviours.** 'I' behaviour is all about the negotiating party's agenda, 'You' behaviour is working with the other side's agenda, 'We' behaviour is visualising and showing what can be achieved together by doing a deal, and Parting behaviour is taking energy out of the negotiation. These behaviours are deployed depending on the person with whom they are negotiating, and it is important to choose the right behaviour for the right person, as we all have different personality types.

### Speaker:

Clive Rich, Founder & Chairman, LawBite

Attendees: 157