

- Golden Silence
- Practice with others
- Determine level of authority
- Plan for the time needed for a successful negotiation

Key Process Actions:

- Focus on the problem – not the people or emotions
- Focus on interests and gains
 - Communal thinking: Take the perspective of the other party
 - Avoid “I” and use “we” – Create the win-win scenario
- Develop multiple outcomes

Best Alternative to Negotiated Agreement (BATNA)

- Define your minimal acceptable agreement
- Think through what would be the minimal acceptable agreement for your negotiating partner
- Why spend time on this?
 - Control over the unknown
 - Flexibility
 - Comfort
 - Preparation
- Examples: Salary, licensing agreement, service costs

Agreement/Close:

- Focus on the strategy & next steps
 - Always think through the ideal next step & the minimal acceptable next step
- Positive Emotion – Built through emotional intelligence and confidence
 - Use the warmth and empathy to aid in your negotiation goal

What Not to Do:

- Threaten to walk away
- Give Up
- Limit preparation time
- Remain firm

Prepare, Be Brave and Take Action!

- Only you can decide the outcome you are looking for in any negotiation, decide, prepare, build confidence and take action
- Building emotional intelligence and confidence are two critical steps in negotiating for success: Read, discuss, participate, grow

Suggested Reading:

- Getting to Yes – Fisher and Ury
- The Confidence Code – Kay & Shipman
- Women Don’t Ask – Babcock & Laschever
- Lean In Website – Negotiation Advice for Women
- HBR online: search “negotiating”

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