

A woman with curly hair, wearing a white blazer over a teal top, is smiling and shaking hands with another person whose arm is visible in a dark suit. The background is a blurred office setting. The image is partially obscured by a decorative graphic at the bottom consisting of a yellow background with a dark blue, light blue, and orange curved border.

# **NEGOTIATING FOR SUCCESS**

---

Lee Ann Schwope  
Cochran

# NEGOTIATING FOR SUCCESS

---

Why is Negotiating Important?

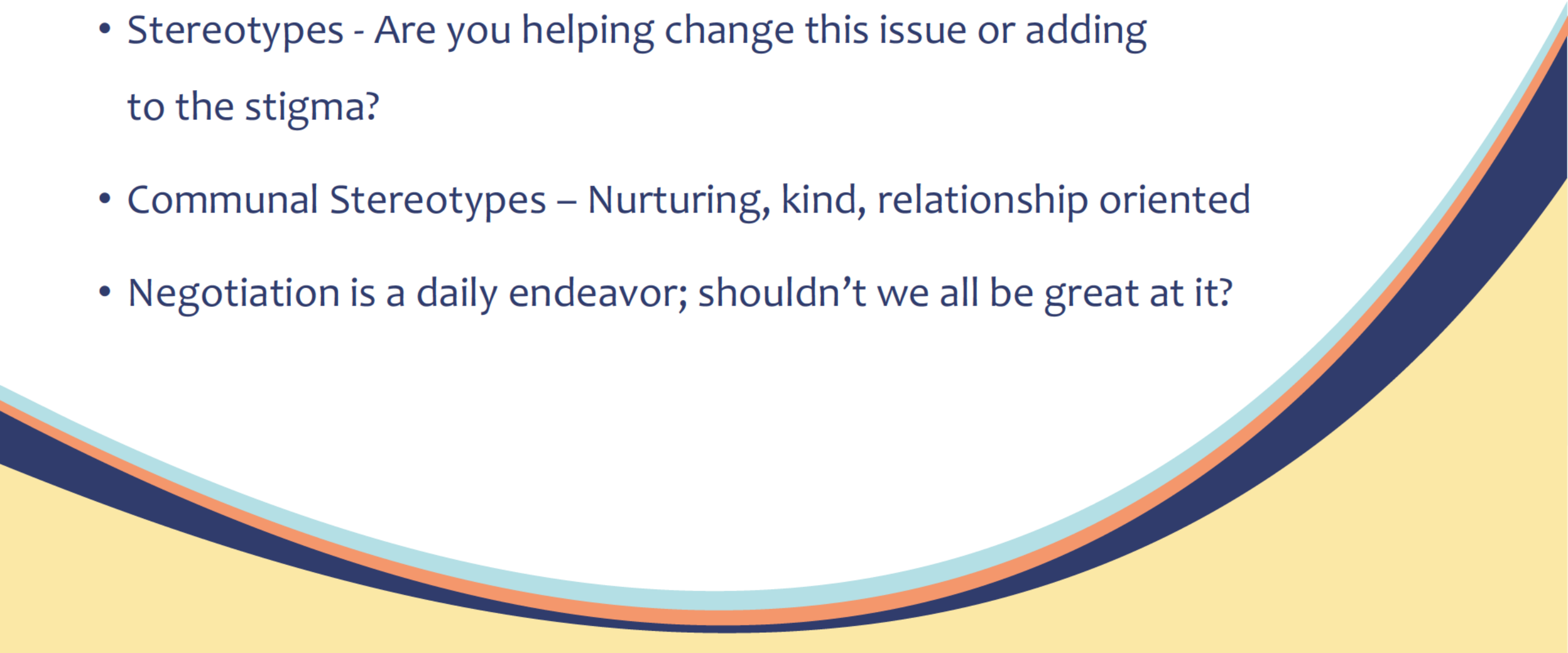
Framework for Making the Ask

Prepare, Be Brave & Take Action



# WHY STEREOTYPES?

---

- Stereotypes - Are you helping change this issue or adding to the stigma?
  - Communal Stereotypes – Nurturing, kind, relationship oriented
  - Negotiation is a daily endeavor; shouldn't we all be great at it?
- 

# FRAMEWORK OVERVIEW

---



Plan/Priorities/  
Process/Action



Best Alternative to  
Negotiated Agreement  
(BATNA)



Agreement/Close



What Not to Do

# FRAMEWORK - PLAN

Prepare for the Negotiation Through the **PLAN**

---



Prepare



Look (Collect Data)



Analyze (Review Data)



Negotiate

# FRAMEWORK PRIORITIES

As you prepare, keep your priorities in mind as you start to learn and develop the next steps

---

## Key Priorities

- Learn as much as possible about the person you are dealing with.
- Learn as much as possible about the company you are dealing with.
- Discovering as much as possible about his/her/its circumstances.

# FRAMEWORK PROCESS

---

- Focus on being open & engaged in the negotiation process
- Focus on innovative problem solving
- Positive Intent: Before, during & after
- “Pull” behaviors
- Questioning – How, why, who
- Listening – Golden Silence
- Practice with others
- Determine level of authority
- Plan for the time needed for a successful negotiation

# FRAMEWORK - BATNA

## Best Alternative to Negotiated Agreement (BATNA)

---

- Define your minimal acceptable agreement
  - Think it through. What would be the minimally acceptable agreement for your negotiating partner?
- Why spend time on this?**
- Control over the unknown
  - Flexibility
  - Comfort
  - Preparation

**Examples:** Salary, licensing agreement, service costs



# FRAMEWORK – AGREEMENT CLOSE

---

## Focus on the Strategy and Next Step

Always think through the ideal next step; the minimally acceptable next step.

## Positive Emotion

Built through emotional intelligence and confidence.

Use warmth and empathy to aid in your negotiation goal.

# FRAMEWORK – WHAT NOT TO DO

---

- Threaten to Walk Away
- Give Up
- Limit Preparation Time
- Remain Firm

# **PREPARE, BE BRAVE & 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 critical to 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”

# CONTACT ME WITH YOUR COMMENTS & QUESTIONS



Lee Ann Cochran



<http://www.facebook.com/LASCochran>



[@LASchwope](#)



CochranLAS@Gmail.com

