

Strategies for Negotiations

EAWLC Business
Communication
Workshop in June

By Ric Phillips, MBA, 3V Communication Coach/Trainer



About Me: Ric Phillips, MBA



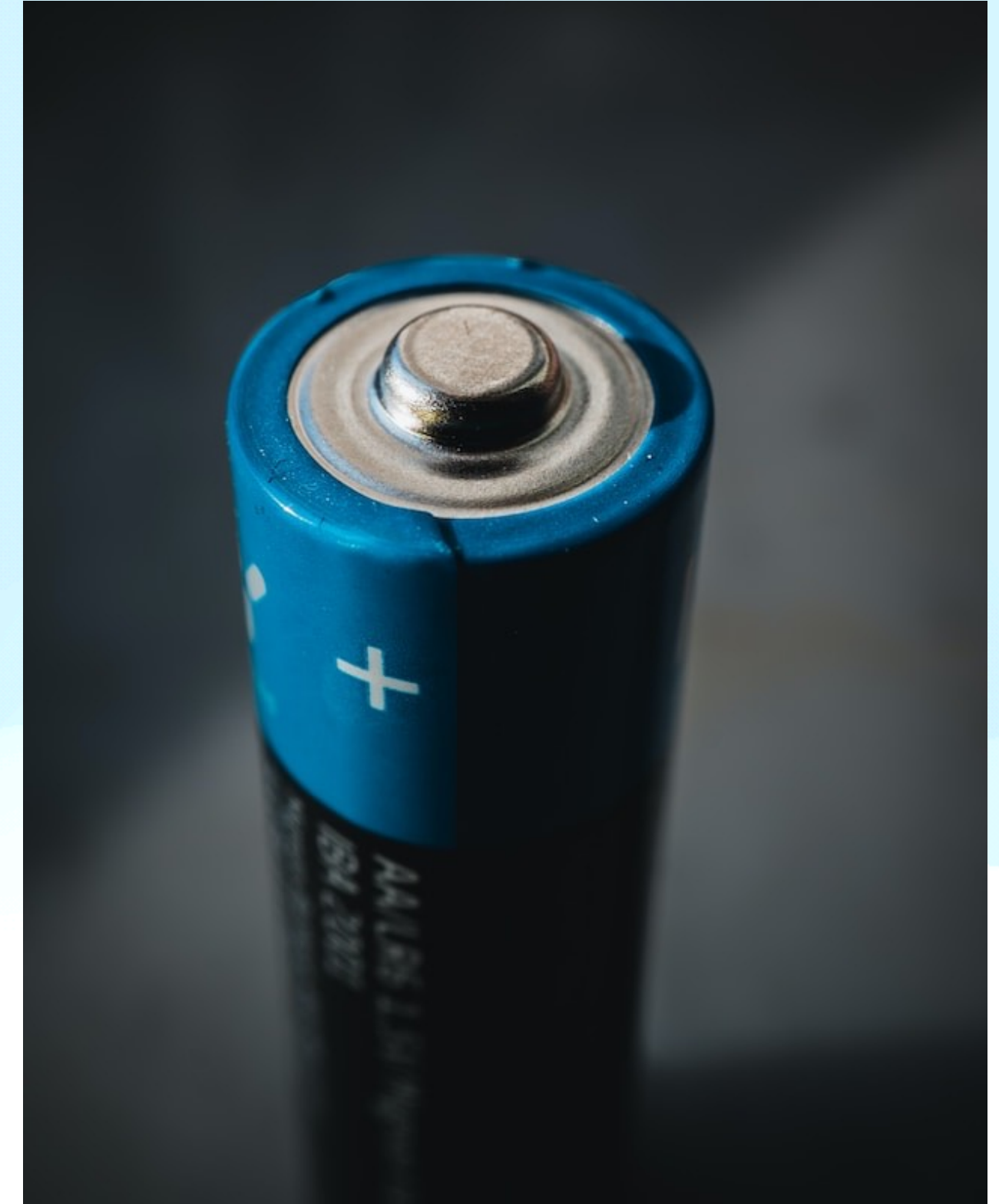
OUR AGENDA:

- **Let's talk about Negotiations - when do we need skill in them?**
- **RESPECT**
- **The 3 Ls technique**
- **Getting to YES**
- **Open discussion, Q & A**

- *“Negotiations require an understanding and ability to use the art of Sales and Persuasion. However, you must have the correct attitude about these subjects to use them effectively and in good conscience. We will explore these related concepts and practice key skills in class.”*
- *Recommended Video: How to win a negotiation, with former FBI hostage chief Chris Voss (video) <https://www.youtube.com/watch?v=tYv44wQYePg>*
- *Short Reading: <https://www.linkedin.com/pulse/easy-technique-help-negotiate-confidently-business-3-ls-ric-phillips/>*

Warm-up discussion

- How do you feel about these words/concepts? Which ones are positively or negatively charged for you, and why?
- *sales, influence, persuasion, manipulation, convincing, bartering, negotiations*



Negotiations

Q1: How comfortable and/or experienced are you with negotiations?

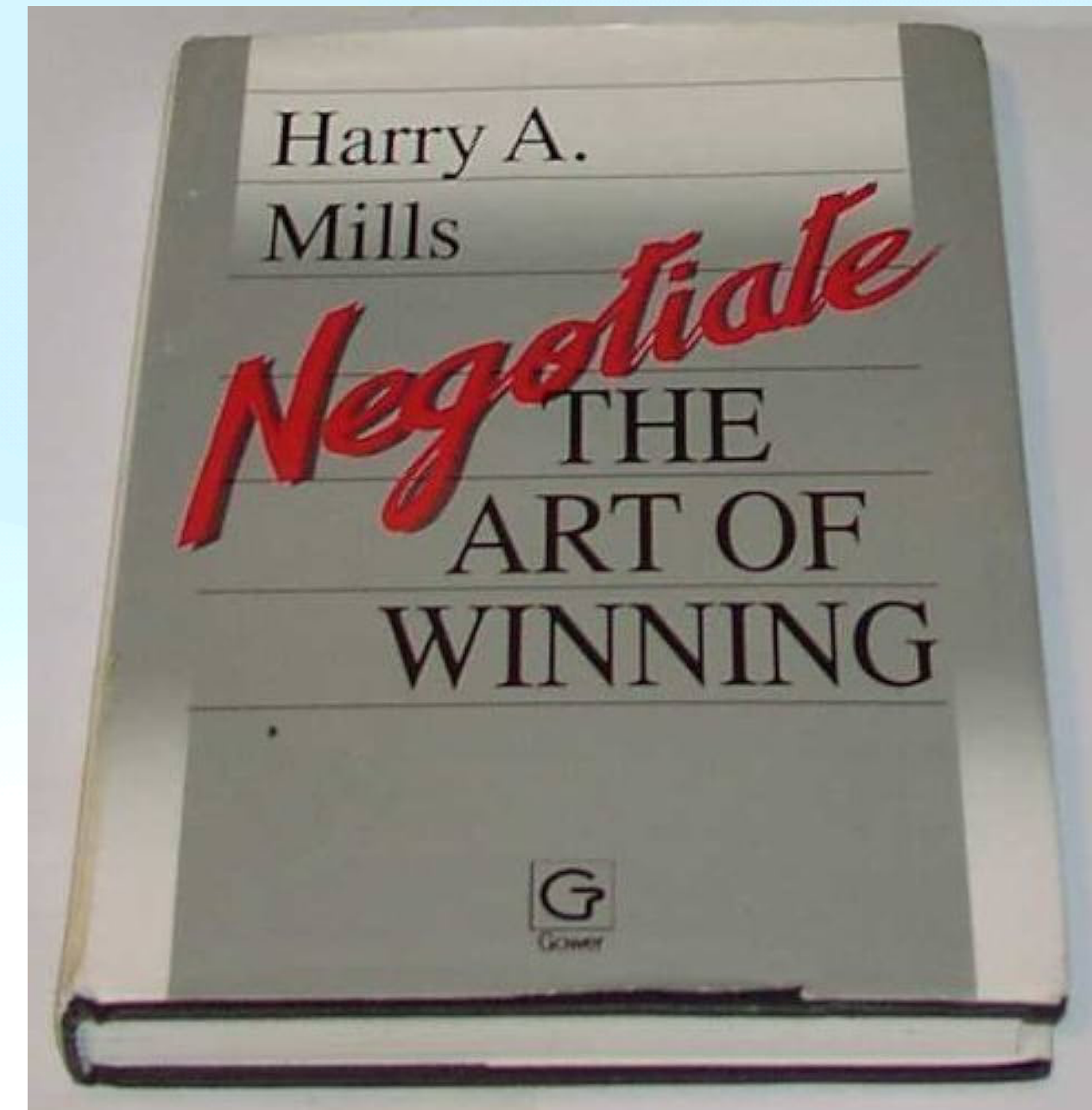
Q2: Common challenges or fears you have with negotiations?



R-E-S-P-E-C-T

from “The Art of Winning” by Harry Mills

- **R**eady yourself
- **E**xplore each other’s needs
- **S**ignal for movement
- **P**robe with proposals
- **E**xchange concessions
- **C**lose the deal
- **T**ie up loose ends



You/Your Team Preparation Notes:

1. Plan your “3 Ls” first

- *Short Reading: <https://www.linkedin.com/pulse/easy-technique-help-negotiate-confidently-business-3-ls-ric-phillips/>*

2. Get ready to show clear benefits, examples, etc.

3. Actively listen and tailor your offer

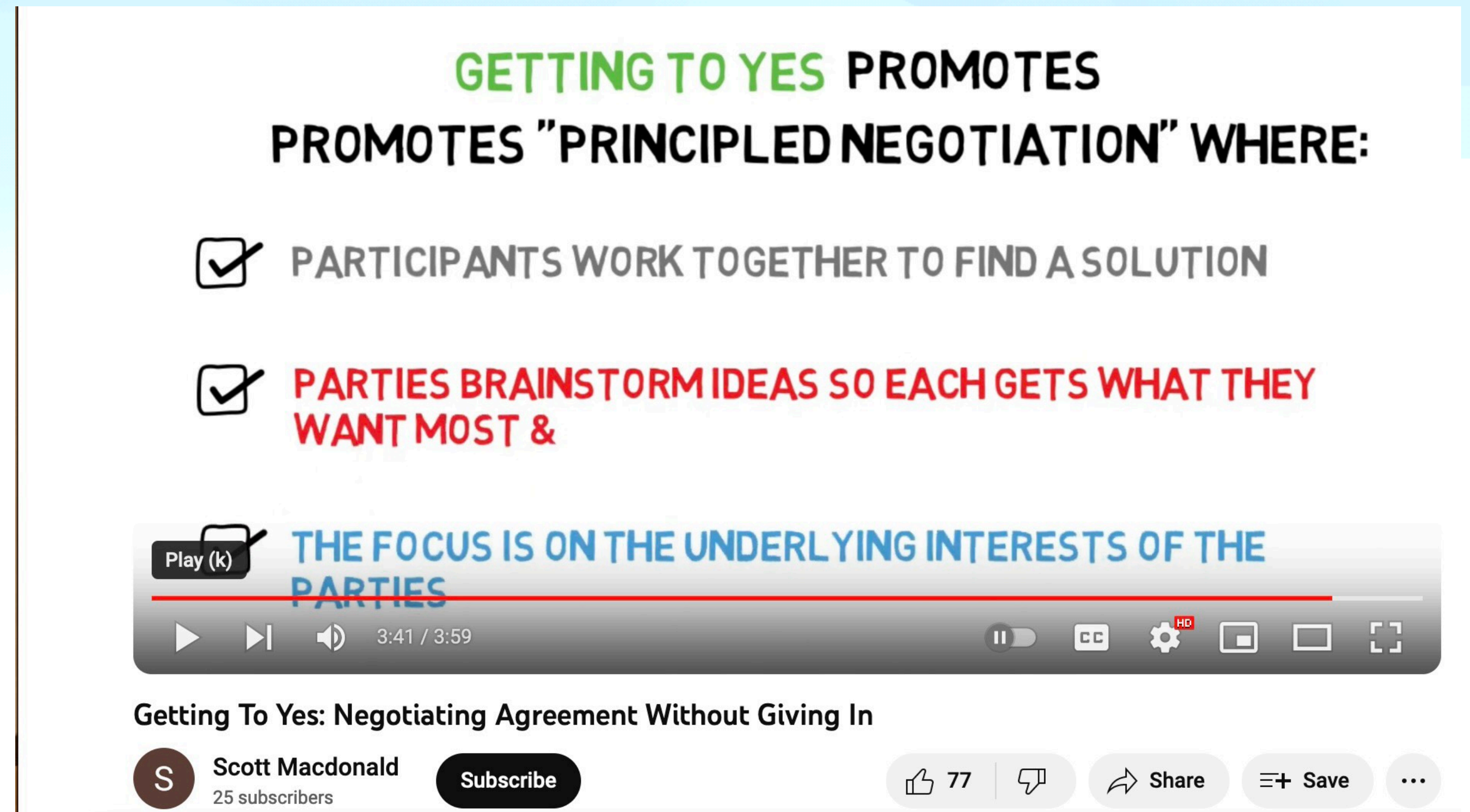
4. Work for long-term relationships, not short-term solutions

5. Work hard at “Getting to YES”

Getting to YES

Video

- <https://www.youtube.com/watch?v=nJjjNwMkPuY>
- Always remember the ORANGE!



GETTING TO YES PROMOTES
PROMOTES "PRINCIPLED NEGOTIATION" WHERE:

- PARTICIPANTS WORK TOGETHER TO FIND A SOLUTION
- PARTIES BRAINSTORM IDEAS SO EACH GETS WHAT THEY WANT MOST &

THE FOCUS IS ON THE UNDERLYING INTERESTS OF THE PARTIES

Play (k) 3:41 / 3:59

Getting To Yes: Negotiating Agreement Without Giving In

Scott Macdonald
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AGENDA COMPLETED!

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THANK YOU! ANY QS?



- Feel free to connect on LinkedIn (Ric Phillips), Twitter/X (**@CommCoach**), 3V Communications / NCCA Canada Facebook Pages, or ric@3VCommunications.ca
- <https://www.linkedin.com/in/communicationcoach/>
- <https://3vcommunications.ca/esl-cultural-communication-coaching/>
- My YouTube Channel: <https://www.youtube.com/@RicPhillips>
- My TEDx Talk: ***The Long Life of First Impressions*** <https://www.youtube.com/watch?v=SuG-BHquAHU>
- *Video mini-masterclass on Key Communication Skills for (New) Managers* - <https://3vcoachric.com/>