

# **Crushing Your Next Negotiation in Three Steps**

Educational Travel  
Consortium

29 January 2019



## Survey Says...



- What do you find most challenging when you are negotiating?
- What do you like best about negotiating?
- What do you like least about negotiating?
- What do you consider the purpose of most of the negotiations in which you engage?
- What behavior have you engaged in or has someone with whom you negotiated engaged in that you considered particularly effective?
- What did you do to enable you to succeed in achieving one or more of your goals for the negotiation?

# Negotiation as a Problem-Solving Process



- Opportunity
- Phases
- Focus

# Negotiation Readiness Index



By Failing to prepare, you are  
preparing to fail.

Benjamin Franklin

# Negotiation Readiness – The 3 “R’s”



- Research
- Rehearse
- Review

# Negotiation Readiness – The 3 “R’s”



# Negotiation Readiness – The 3 “R’s”



**RESEARCH** – Answer for *both* yourself and the other side

- Interests
- Options
- Standards
- Back Table
- People
- BATNA

# Negotiation Readiness – The 3 “R’s”



## **RESEARCH**

Use the Checklist to prepare



# Negotiation Readiness – The 3 “R’s”

---



## **REHEARSE**

- Visualize
- Plan for the Worst Case
- List or Agenda
- Role Play

# Negotiation Readiness – The 3 “R’s”

---



## **REHEARSE**

- Create your List
- Prepare your questions
- Visualize
- Role Play if time permits

# Negotiation – Practicing the 3 “R’s”



When I tell you, negotiate

Until I tell you to stop

# Negotiation Readiness – The 3 “R’s”



## **REVIEW**

- Accomplished and Open Issues
- Lessons learned
- Questions
- Relationship status

# Negotiation – Practicing the 3 “R’s”

---



# Review negotiation

# Review and Next Steps



## Negotiation – Review and Next Steps

---



You can tell whether a man is clever by his answers. You can tell whether a man is wise by his questions.

Naguib Mahfouz  
(writer, Nobel laureate)

# Feedback and Contact Information



[www.borkeworks.com](http://www.borkeworks.com)

[susan@borkeworks.com](mailto:susan@borkeworks.com)

Photo credits. Card Catalog – Sanwal Deen; Pole vaulter – Justyn Warner

© Copyright 2019 Susan Borke

**BORKE**  
WORKS