



women in
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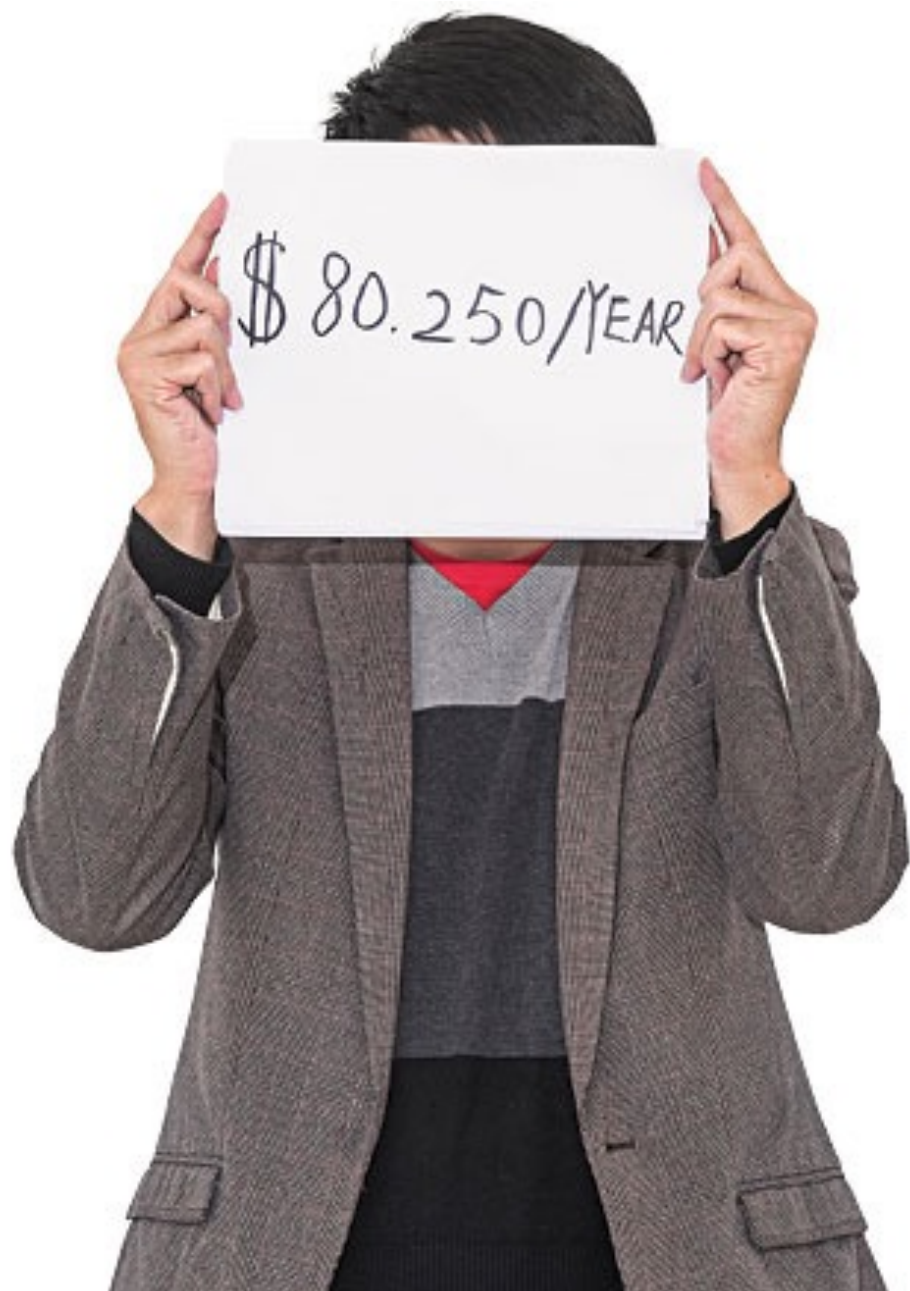
Ladies, Let's Negotiate



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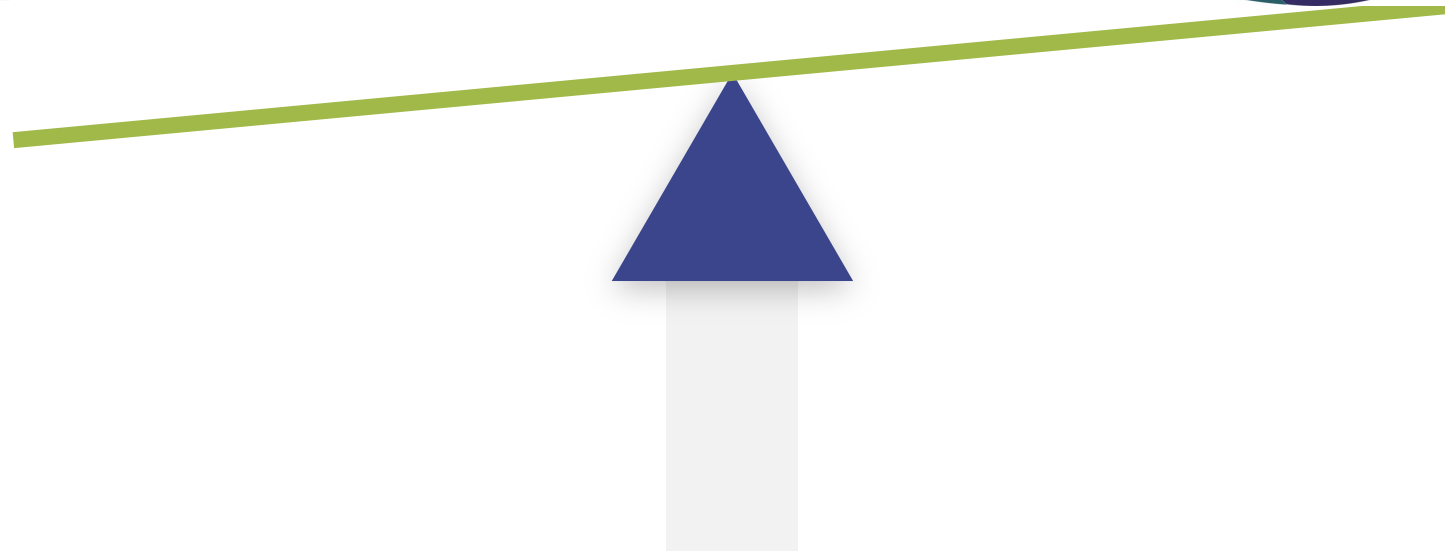
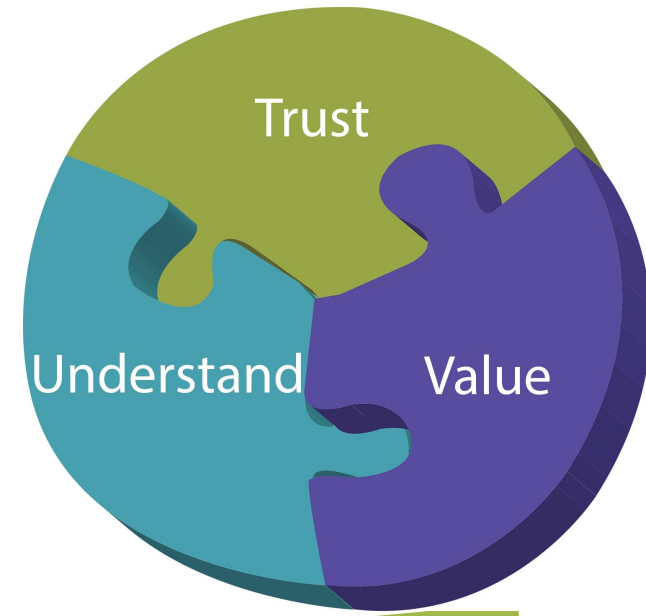
EVERYTHING

IS

NEGOTIABLE

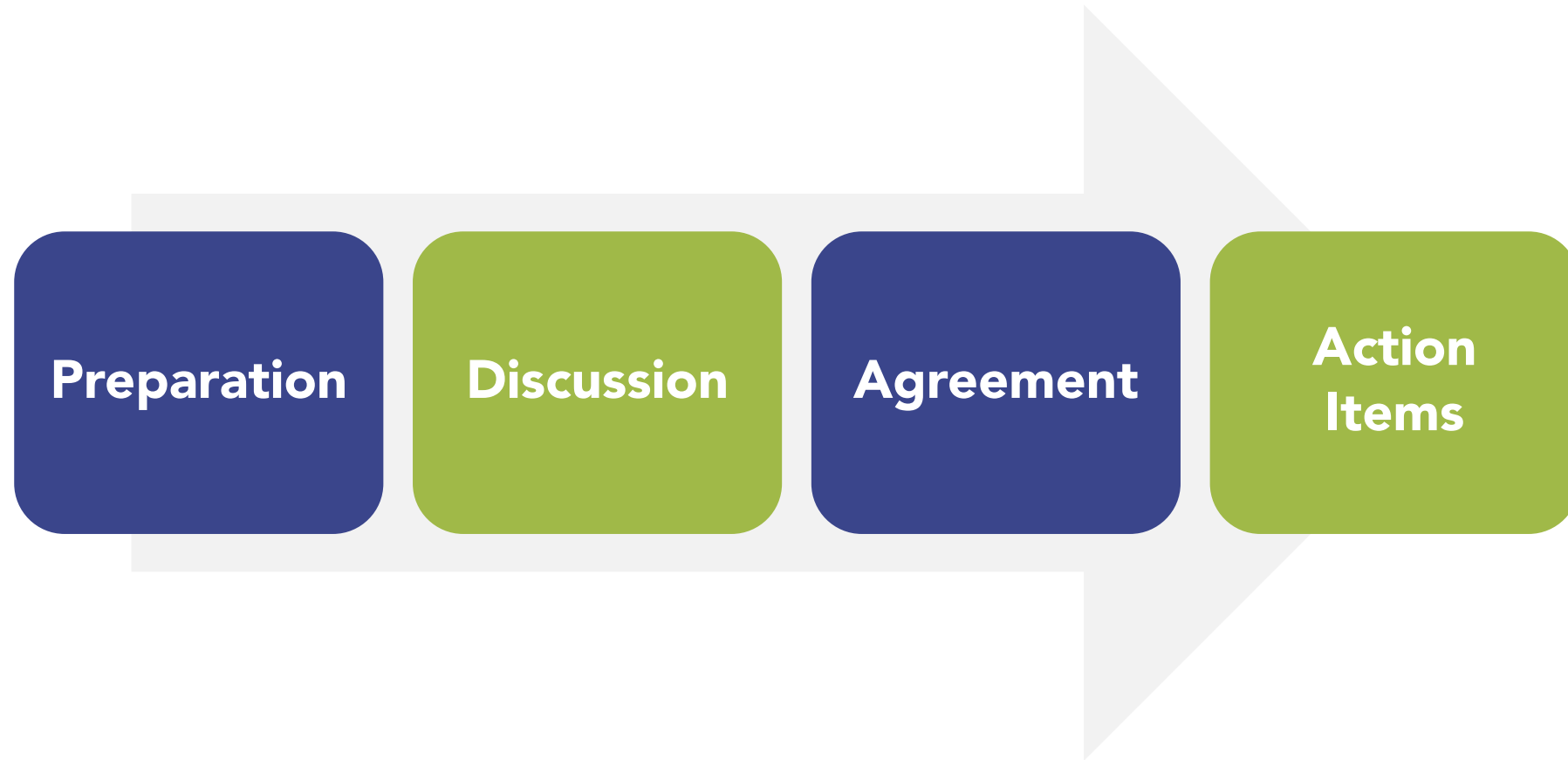
2R's of Negotiations

- EXCELLENT**
- GOOD**
- AVERAGE**





Negotiation **Process**



1. Preparation



What is the most important negotiation tactic?

Choosing to negotiate!!

Emotions



Expectations drive behavior. Assume it won't go well, and it won't.



Emotions are very much a part of deal making. We don't park our feelings and emotions at the door.



The goal is to recognize that as humans, we will always have emotions – but that doesn't mean they must always have us.





**Negotiations Don't
Have to Be a
Selfish Act!**

Fixed vs. Growth Mindset



1. Preparation



Do Your Research



Yourself

- What is your style?
- Who are you really negotiation for?
- What do you really want?
 - ✓ Goals/Outcomes
 - ✓ Relationship
 - ✓ Consequences you can live with
- What do you have to leverage?
- What is your BATNA?



Others

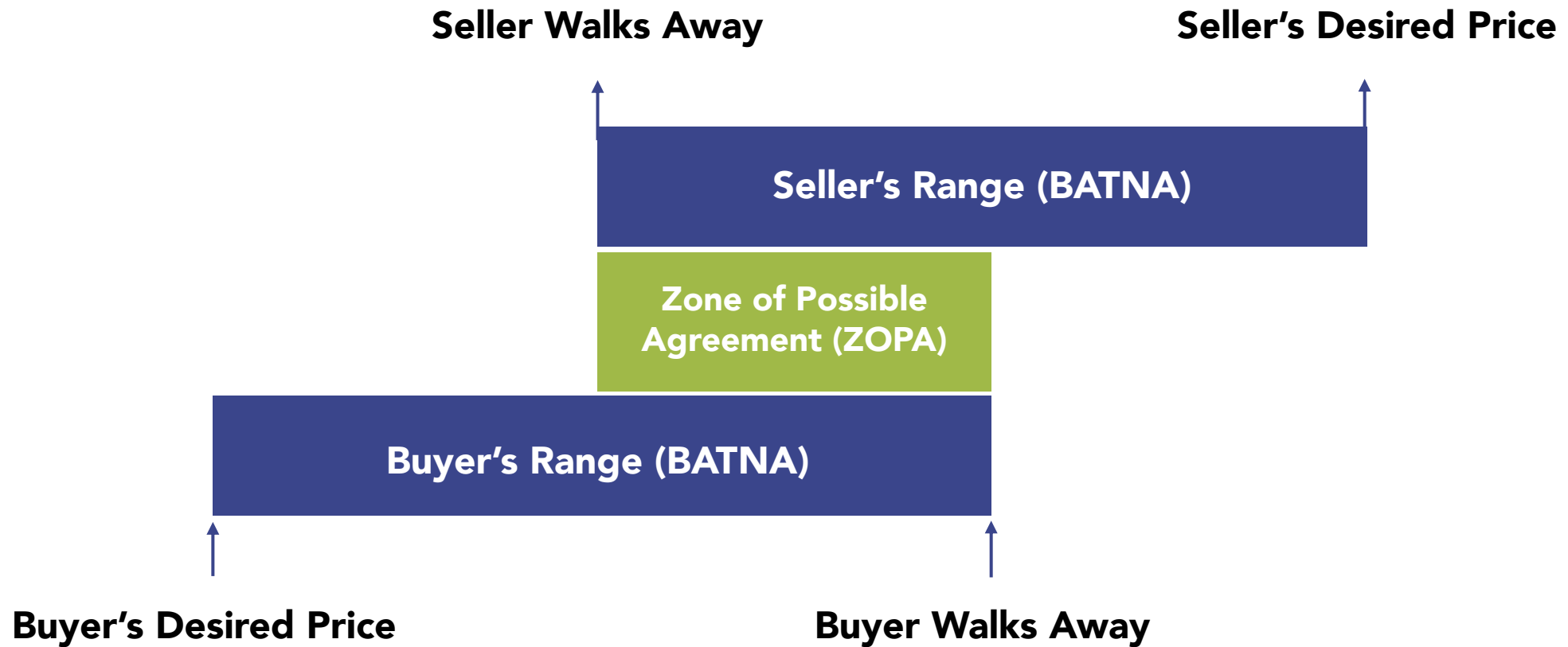
- What is their style?
- What are their needs, wants, and interests?
- What is their **BATNA**?
- What might be the **ZOPA**?



Market

- What comparable data do you have?
- What are reasonable parameters?
- What are reasonable alternatives?
- What things might I bundle in the negotiation?

BATNA & Zone of Possible Agreement





**Fully Understand Your
Alternatives Gives You
Leverage**

2. Negotiation Discussion

Open

- Be realistic
- Build rapport/relationship
- Introduce the topic, framing your goal in a way that identifies common ground with the other party
- Separate the people from the problem

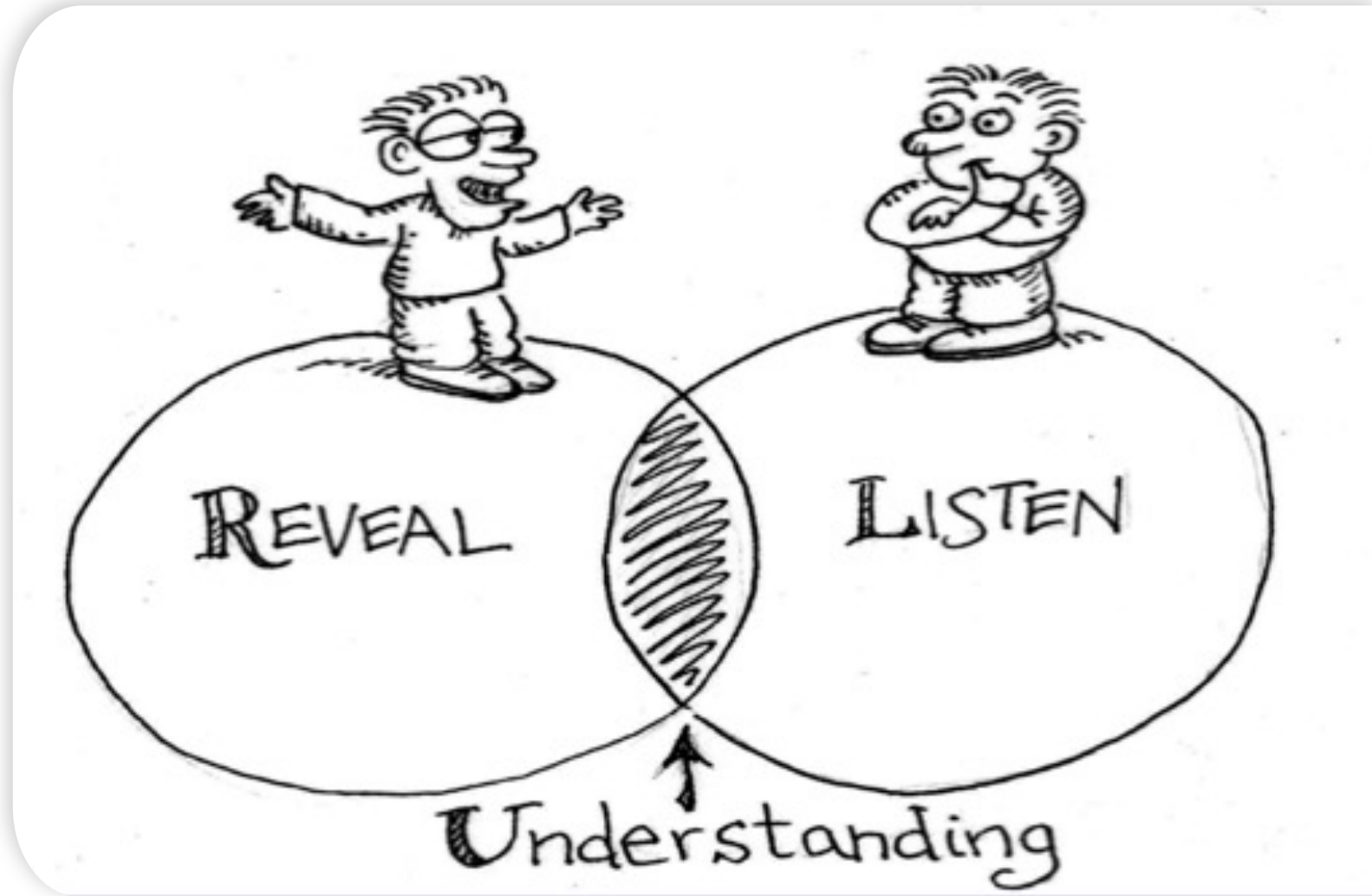
Explore

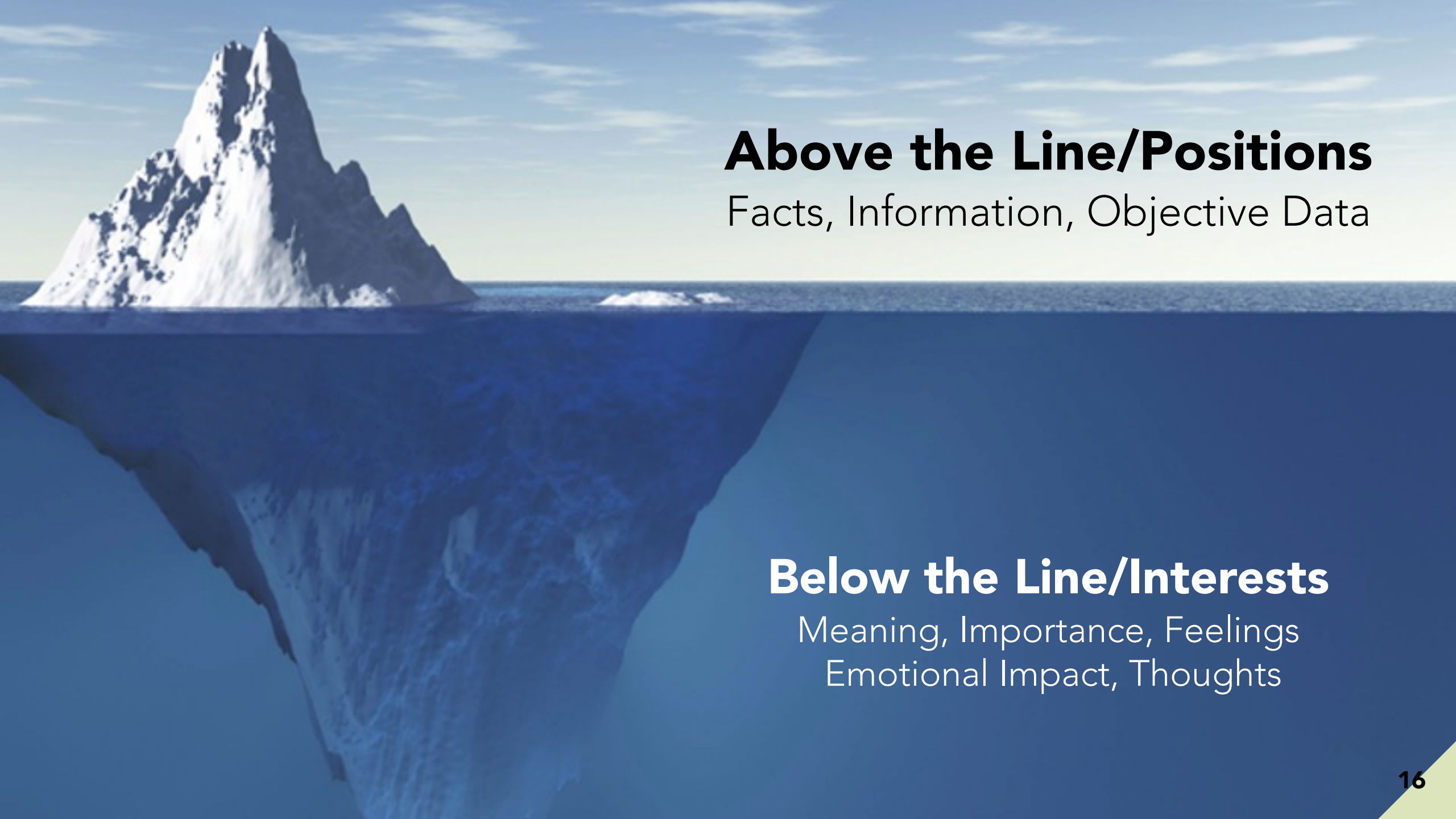
- Needs: can't do without
- Wants: want to have
- Interests: reason behind wants and needs
- Ask questions and listen
- Insist on objective criteria
- Use vivid language; stories, compelling evidence, examples, and analogies.

Advance

- Be willing to compromise, brainstorming options
- Bundle options
- Ask "what if..." or make an exchange
- Make it visual
- Focus on agreement
- Reexamine goals: what happened if we don't reach agreement?

What Is The Most Important **Negotiation Discussion Skill?**





Above the Line/Positions

Facts, Information, Objective Data

Below the Line/Interests

Meaning, Importance, Feelings
Emotional Impact, Thoughts

The Exploration “ASK”



- “I want to be sure I have a clear picture of the pressures you face. Can we talk about that?”
- “Among the issues we’re discussing today, price is most important to me. What issues are more important to you?”
- “I know you’re balancing a lot of competing priorities here. Please describe them to me so I have a better idea of what they are?”
- “I can tell that giving me what I want would present some challenges for you. I am not sure I totally understand those challenges. Can you lay them out for me?”

Breakout Room

Share in your group

- Your salary
- Your age
- Your political position
- Your partners "hot" factor on a scale of 1-10



Healthy Diet

- Don't avoid problems or pretend they don't exist
- Balanced meal for entire family

Protein

- I don't know what it tastes like
- It isn't what the other kids eat
- Pork makes me gag

- Better for the environment
- Healthier
- Doesn't always like how she feels after meat

Vegan

- Go to bed hungry, no energy
- You can't live on bread and chocolate (don't like veggies)
- Doesn't guarantee healthy eating
- Change my way of cooking

Youtube: What I Learned in 100 Days of Rejection



Options **After**



- Find out why you were turned down
- Switch gears or bundle options
- Ask what it will take next time
- Say "I understand your position" and leave.

3. Agreement/Create Closure

- While neither side may get their first choice, there is an agreement where both sides believe their viewpoints and interests have been considered.
- Compare to standards or criteria
- Clarify commitments on both sides
- Agree to review process
- Give recognition
- Get it in writing if you can



4. Action Items

- Ask “Is there something else I need to know?”
- Discuss any barriers and how you might address them
- Always end a discussion about ability with a motivation check-in
- Follow thru and hold people accountable



Negotiation Gym

Mistakes are

PROOF

that you are

TRYING



Give feedback to Nan

1. Scan this QR code



or go to talk.ac/nan

2. Enter this code on the screen



Thank You

If I Can Be Of Assistance

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