

Eldonna's 7 SIMPLE STEPS to Negotiate ANY DEAL

Have you ever hesitated to negotiate because you were afraid of confrontation?

Do you avoid negotiation because you don't want to seem pushy?

Have you ever missed out on something because you didn't ask for exactly what you wanted?



Would it surprise you to know that every interaction is a negotiation? Whether it's a multi million dollar deal, how to get your kids to do their homework or where to meet for dinner, our lives are filled with negotiation opportunities.

EVERYTHING IS NEGOTIABLE 
 We negotiate agreements in business and everyday life. The mindset to start with in any negotiation is that everything is negotiable when you "think like a negotiator." Going into a negotiation with that mindset is imperative to creating a win-win result, which is the primary goal in any negotiation.

Negotiation skills are a necessary part of day to day life whether you own a business, work a job or manage a family. In a Salary.com survey 48% of those surveyed indicated they are always apprehensive about negotiation, 39% said they sometimes felt that way and only 13% said they never get nervous about negotiation.



FAIR AND REASONABLE 
 Once you have a negotiation situation, you must determine whether you think the situation is or is not fair and reasonable. Fair and reasonable means not extreme and somewhat balanced.

PREPARE IN ADVANCE 
 Before you negotiate, you must prepare for the negotiation by doing research, plan out your strategy and even doing a mock negotiation. Being prepared will ensure your negotiation is planned, well executed and the chances of being successful are much higher than if going in unprepared.



LOOK THE PART 
 In person you want to look the part for the environment you are negotiating in. We are in a highly visual society and how you show up for the negotiation can affect the outcome. Your appearance negotiates for you before you even utter a word. Looking the part on the phone is equally as important as it projects in your voice. You own your power when you look the part.



BUILD RELATIONSHIPS FIRST 
 This is one of the most important steps in the negotiation process. It's important to gain trust. Connection builds trust. Trust builds relationships. Relationships are the foundation for creating a great deal.



ASK POWERFUL QUESTIONS 
 In preparing for the negotiation it is a good idea to figure out powerful, direct and specific questions to ask in order to give you leverage during the negotiation. List possible questions you would ask and also consider questions the other side may ask and your responses to those questions. While you may not be able to figure out every question to ask or that will be asked, simply doing this exercise will enable you to better field questions and answers during the negotiation.

STOP TALKING 
 He or she who speaks next concedes in the negotiation. Once you have put your point or offer out there, stop talking! People will often continue to talk and lose the deal because they couldn't stop talking and let the other side ponder the offer.

