

SPECIALTY TOOLS & FASTENERS



THE ART OF NEGOTIATING

SIMPLE TECHNIQUES FOR MORE CONFIDENT NEGOTIATIONS

There is a saying which goes along the lines of, "Practicing the techniques that allows one to discover success will keep one successful." Ask anyone, whether that person be a star athlete, performer, buyer or seller, if they agree with that statement and without a doubt

the answer will be unanimously affirmative. Sometimes all we need is a nudge in the right direction to remind ourselves of how we can do things more efficiently. My workshop has revolutionized classical techniques to fit the modern world.

Topics included in the seminar will address the top ten mistakes made in a negotiation, with one of the major points being, "By failing to prepare, you are preparing to fail." By living this simple concept, and understanding that a plan B might be necessary during a negotiation, we are much more likely to see positive results.

WHEN AND WHERE

Having lived and worked in five countries, Barry Wright, director of Grosvenor Training USA, shares his global expertise in "The Art of Negotiating," **Sunday, Nov. 6** from **8:30 - 10:00 a.m.** and again from **10:30 - noon.**

Emotion is inevitably tied to every negotiation we make. Understanding how to control our emotions while negotiating, without impeding on the other party's feelings, is crucial to a win-win resolution for all parties involved.



WRIGHT

KNOW THYSELF

The process of learning how to understand and learn from our feelings may take time, but this process must be undergone in order to remain composed while seeking a middle ground for us and the other party. Positive emotion goes a long way while negotiating; I will share some simple techniques that can bring out our most positive emotions while bringing out the same feelings in others.

Use techniques such as taking a deep breath, grabbing a long rest room break, playing music that inspires you, using a favorite fragrance that tickles

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your fancy. It might seem obvious, but taking a step back to recap is familiar advice because it works.

With the many issues independent distributors face, we now need to be more innovative in our actions as we face “the race to ZERO!” The ability to think outside the box does not come easily to everyone. The good news is that developing grace and balance is possible; it requires confronting what it is that is stressful about negotiating.

FACE YOUR FEAR

Most of us have strong, differing feelings about negotiating. Some see the risk involved and can thrive under the mental and sometimes financial pressure. Others despise the uncertainty that comes with negotiating. Meaningful feedback will help us better understand how we can improve our own techniques and style.

My workshop will allow us to discover the secrets to testing our assumptions, estimates and perceptions for our own better outcomes. Even if we reach an agreement, who is to say we could not have pushed for more? Then again, it’s hard to know if we pushed too hard and damaged an important relationship.

Denying the emotional complexity of negotiation is not the answer. Instead, we need to acknowledge our concerns and recognize our trigger points. It is important to also remember that our counterpart’s outward appearance of composure could also be a farce.

RELAX AND FOCUS

When we do our exercises in negotiation workshops, people say they want to feel relaxed, focused and confident, because they associate these positive emotions with a pathway to agreement. But others feel that although it is fine to be composed, one cannot be complacent. They want to be alert and maybe even a bit on edge so that they have the energy to drive the process forward.

You will benefit, as the Atlanta workshop will reveal, the need to be simultaneously calm and alert, proactive and patient, fully grounded yet creative. Emotional trigger points vary from person to person. Negotiators vary; some having infinite patience, and others get frustrated when conversations continue with no clear destination.

How do we feel when we shake hands on an agreement? When asked this question, many people

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GET IN THE ZONE

It is possible for us to recognize, test and learn from emotion. Negotiators need to understand that managing emotions means more than identifying them and then setting them aside. Just like star athletes who are “in the zone,” star negotiators are centered, energized and resilient in the face of strong feelings. We will undoubtedly share the benefits if we prepare emotionally as well as substantively for negotiation. **CS**

Barry Wright is the director of Grosvenor USA, the U.S. division of Grosvenor Training Services Ltd., a global organizational and executive development firm based in West Sussex, England. On the 4th of July, 1981, Barry relocated to the United States from his native England after a remarkable success as one of the U.K.’s top salespeople in the highly competitive office equipment/supplies industry with Xerox, Pitney Bowes, IBM and VGC Corp., where he applied his sales and leadership expertise to coaching and training others. Barry was educated at Wimbledon College, London, graduating with a H.N.C. in Business Studies. He has resided in Paris, Brussels and Toronto, and now lives in Los Angeles. Learn more at www.grosvenortraining.co.uk.

shout out, “Relieved.” That attests to the stress they feel while they are negotiating. Others answer, “Satisfied” — often meaning satisfaction with the outcome, their own performance or just glad it’s over. The latter attitude reflects acceptance of the fact that not everything in negotiation is foreseeable or entirely within our control.

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