



Negotiation Mastery

Tools for the 21st Century Negotiator

Negotiation Toolkit (25 piece)

“In the end, we all die. That is non-negotiable. Everything else, though, is up for grabs. So, get better at negotiation, get better at life.”



Introduction

Welcome to Negotiation Mastery, we're here to help you get your best deal.

We believe that negotiation is not as complicated as it sometimes appears and we have developed a framework that reflects the underlying structure to all negotiations. As such, knowing this structure, it is possible to plan a more effective strategy for any deal you are involved in.

This 25-piece toolkit* provides a method of developing that strategy. It may not be that all the questions are relevant to every situation, but answer as many as you can and it will take you through a process that ultimately leads to getting your best result.

And if you find this toolkit helpful, remember to sign up for the full 99-piece kit – 4x more powerful!

Strong Win-Win

It is based on the premise that win-win is the best approach, even for selfish reasons. Win-win is not an idealistic approach, it is very pragmatic – it creates extra value and it makes sure the agreement will be implemented as you envisaged.

At the same time, it is important that you do not lose sight of your win – after all, that is why you are in the deal. Under no circumstances let it become lose-win. Hence our core philosophy of Strong Win-Win which places an emphasis on strength as well as collaboration.

If you can get that balance, and turn the negotiation into a joint problem-solving process to create extra value for both parties, you will become a master negotiator.

The process

Below you'll find a set of check-list questions. Answer them as well as you can. They will take you a long way to getting your deal.

And you can use this same process for all negotiations you find yourself in because, ultimately, they all have the same underlying structure.


*The material for the Toolkit is taken from the book, The Leader's Guide to Negotiation (FT Press)

1. Your win

- a. In the bigger picture, what are you trying to achieve in your world (even outside of this negotiation)?
- b. How does this negotiation fit in with that bigger picture?
- c. What are the different variables involved in the deal? How do you prioritise them? (Eg, price, delivery time, risk, cash, quality of materials etc. The more variables you can bring to the deal, the greater chance of success)
- d. Considering how this deal fits in with your bigger picture, what outcome would you like for each of those variables? What is your MPP (Maximum Plausible Position), the most you can ask for that is plausibly justifiable? What would be an amazing outcome (maybe not even plausibly justifiable)?
- e. What is your Plan B? In other words, where will you be left if this negotiation falls through? (This provides a real-world benchmark for measuring the value of this deal and when you should walk away). How can you develop a stronger Plan B?
- f. Do a SWOT analysis with regards to this deal – what are your strengths and weaknesses and what are the opportunities and threats? What can you do to boost your strengths and counter your weaknesses?

2. Their win

- a. Who is your counterparty? What is going on in their world (even outside of this negotiation) and what are they trying to achieve in the bigger picture?
- b. How does this negotiation fit in with their bigger picture?
- c. How do you think they see this situation? (Remember, it is likely to be quite different to how you see it) How do you think they see you?
- d. What are their personal drivers? (Remember, people buy for personal reasons as much as commercial reasons, and they won't always tell you what they are)
- e. How do they prioritise the different variables involved in the deal? (If they prioritise things differently, there is a greater chance for trading)
- f. What outcomes would they like for each variable? What would be an amazing outcome for them?
- g. What is their Plan B? (This gives you a benchmark for the value of the deal to them and when they are likely to walk away).



h. What problem of theirs are you helping to solve? How can you make this problem loom larger for them?

i. Do a SWOT analysis with regards to the deal *for them* – what are their strengths and weaknesses and what are the opportunities and threats to them?

j. If for a moment you stepped into their shoes, from this perspective what helpful advice would you give yourself?

Testimonials

I met Simon at his negotiations workshop and from his first words I knew it was exactly what I needed to go forward and get better in negotiations with clients. After having two hours coaching sessions in November 2012 and now August 2013 our contracts grew 4-5 fold. Simon is a great coach with powerful insights, great negotiations skills & techniques. I absolutely loved the experience. I enjoy using my new skills and will be back for more.

Vitas Poshkus, PVA Developments

I was head hunted for a fantastic new job and Simon helped me with the salary negotiation – his insight and advice were invaluable and we secured a 30% increase on the initial offering. NW, Luxury brand communications.

Simon's coaching ensured I achieved a deal way above my walk away in a new contract negotiation recently. For his modest fee, I ensured I will be paid £11,000 above what I had envisaged over the coming 12 months. I highly recommend him.

Lionel Jones, Programme Delivery Manager

As a freelance consultant, Simon has been immensely valuable in helping me redefine my value in the market place (much higher than I'd anticipated!). I would highly recommend him.

Donna Williams, Consultant Strategist.

Exceptionally useful, exceeded my expectations, it has been brilliant. Too many 'take aways' to mention. Simon has been brilliant. His style is inspiring.

L&D manager, IPC Media

Very practical tools which have immediate application. I love the fact that we were challenged by Simon and made to leave our comfort zones. I didn't expect to learn so much or for the learning to be so beneficial or to enjoy it so thoroughly. Simon was a brilliant trainer.

L&D Manager, Daily Telegraph

I knew it was going to be good, but I didn't expect it to be this good.

Chief Superintendent, Police Force

I have recommended this course to everyone I know! Simon was incredibly helpful and informative, and I learnt so much.

Manager, national charity

My coaching with Simon was invaluable. He's a great sounding-board offering practical guidance, building confidence and helping to allay those niggling questions of 'can I do this?'. Highly recommended!

AJ, Head of Local Strategic Communications, Office for Security and Counter-terrorism.

SIMON HORTON BIO

Simon Horton has spent over 15 years teaching Negotiation Skills and Influencing Skills, working with an impressive blue-chip client list.

He has taught hostage negotiators and is a Visiting Lecturer at Imperial College. Other organisations where he has taught include:

- Goldman Sachs
- Slaughter and May
- Lloyds Banking Group
- DLA Piper
- British Army HQ
- West Midlands Police
- Daily Telegraph
- Nike
- Roche Pharmaceuticals
- Panasonic
- GlaxoSmithKline
- ExxonMobil
- CapGemini

Simon started his career at Capgemini and worked for a number of years in the Financial Services sector, designing derivatives trading systems. He has a BSc in Physics from Bristol University and scored in the top 1% of all delegates worldwide taking the GMAT (MBA entrance qualification). He has taught on many accelerator programmes, including mentoring on an Oxford University Said Business School programme, and has coached more than one business from start-up to million pound turnover.

He has performed as a trapeze artist and as a stand-up comedian. He has worked in over 20 countries (and visited over 80) and is the author of “The Leader’s Guide to Negotiation” (FT Press) and “Change Their Mind: 6 Steps to Persuade Anyone Anytime” (Pearson).

For more information, go to www.negotiation-mastery.com or email info@negotiation-mastery.com