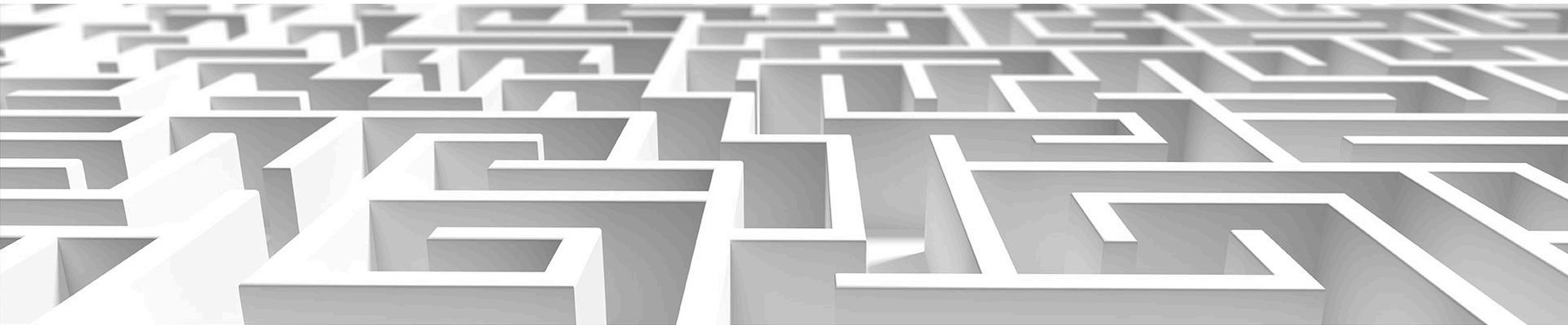


NEGOTIATIONS 101



Presented by Shermica Farquhar
Chief Growth Officer, Solutions By SF
Founder, Soka Tribe

AGENDA

- Intro
- Let me get \$2
- Defining Negotiation
- Things to keep in mind
- Review a preparation sheet for better negotiation planning;
- Let's get to work- Partner activity to identify current negotiation,
- Group negotiation assessment
- Reflection and next steps: setting a personal action plan for your improvement

INTRODUCTIONS

Who's in the room?!

- Artists?
- Talent Managers?
- Entrepreneurs?
- Intra-preneurs?
- Corporate leaders?
- Students?

NEGOTIATING WITHOUT "CASH"



FREE



**District
Chronicles**

FRI-MAY 5 PM Partly Cloudy 

SAT-MAY 6 Showers  H:72 L:53	SUN-MAY 7 Partly Cloudy  H:80 L:55	MON-MAY 8 Partly Cloudy  H:72 L:58
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POPE BENEDICT'S FIRST YEAR PAGE 5

Have a hectic schedule? Here's how you stay fit.



PAGE 9

Goeds cash in on small biz boom

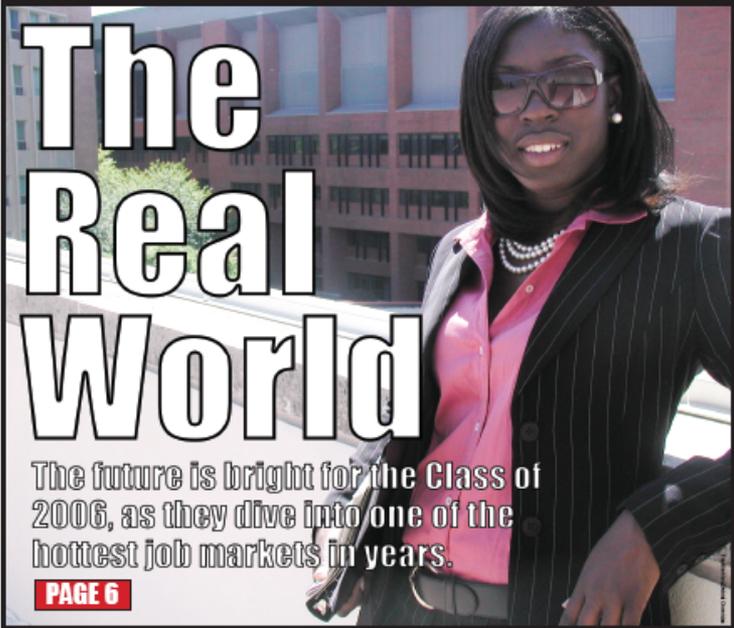


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Volume 5 Issue 36



The Real World

The future is bright for the Class of 2006, as they dive into one of the hottest job markets in years.

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LET ME GET \$2- INSTRUCTIONS

- You and another person must divide \$2 between you today; what you get, the other person loses.
- You will have specific, personal instructions with each new partner; they will be different each time.
- You may not tell anyone else about these instructions until the bargaining is over.
- You will have a 2 minutes to consider strategy and tactics; please make notes as to your plans and ideas about how you will bargain.
- You and your partner will discuss for 5 minutes
- It is not possible to ask questions for more instructions; just do as well as you can.

LET ME GET \$2- QUESTIONS

Here are your questions:

- What do you want here?
- What is your most optimistic hope?
- What is your realistic expectation?
- What will you settle for?
- What does the other person probably want?
- How will you find out?
- How will you persuade the other person?
- What will your moves be?

LET ME GET \$2- ROUND 1

- Divide \$2 with your partner.
- Please follow the FIRST SET of secret instructions you were given & keep them secret.

LET ME GET \$2- ROUND 2

- Switch partners.
- Divide \$2 with your partner.
- Please follow the SECOND SET secret instructions you were given & keep them secret.

LET ME GET \$2- ROUND 3

- Don't Switch
- Divide \$2 with your partner.
- Please follow the THIRD SET of secret instructions you were given & keep them secret.

APPROACHES TO NEGOTIATION

Major strategies that people adopt in negotiations:

- Competition – working to achieve the best deal for yourself
 - Collaboration – working to achieve the best deal for each other
 - Avoidance – avoiding conflict (no getting anywhere)
 - Compromise – Reaching some acceptable end result (give and take)
 - Accommodation – giving in
 - and Revenge – making the other guy suffer on purpose
-
- Was building a relationship necessary? (beneficial)
 - Did anyone cheat? (Why?)

NEGOTIATION TERMINOLOGY

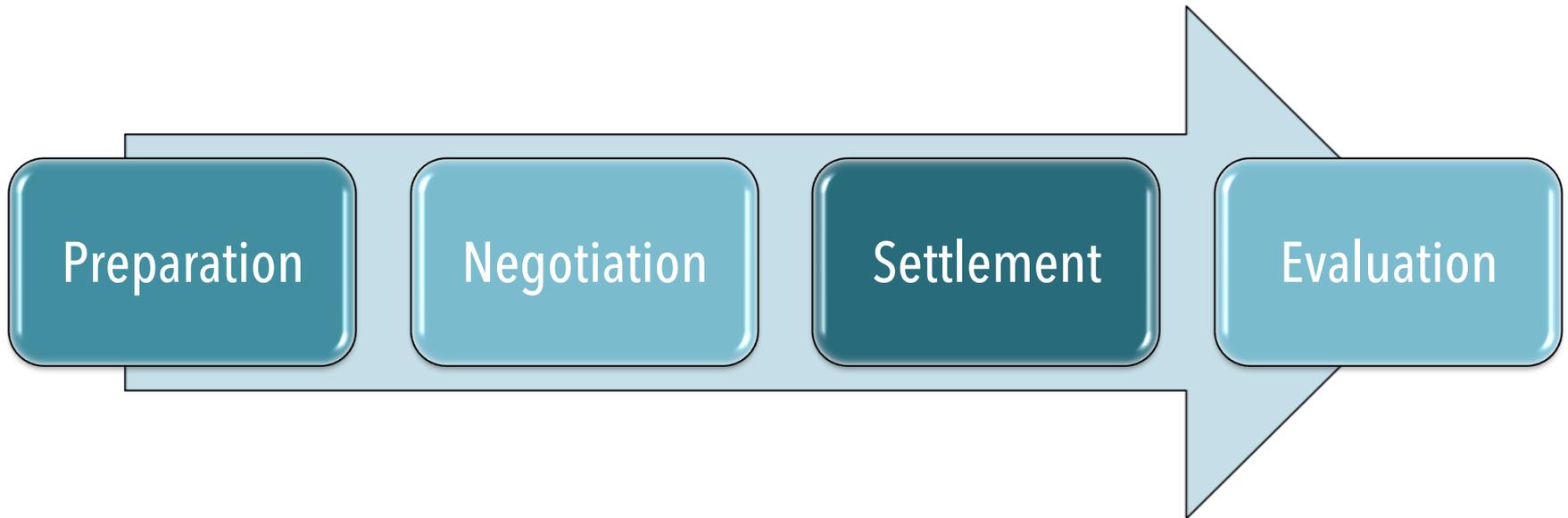
- Win-lose (aka distributive)
- Collaborative (aka integrative or win-win)

- Bargaining range: Can be negative (no room for settlement)
- Reservation Point (RP): The point at which you stop bargaining OR move the RP to achieve a settlement
- BATNA: The Best Alternative to a Negotiated Agreement (fall back)
- Target: what person wishes to get

NEGOTIATION FACTORS

- Strategy (competitive, collaborative) is not the same as one's style and demeanor (charming, aggressive).
- Ethics: how comfortable am I lying
- Tangibles (money, in this case)
- Intangibles (relationship, trust, friendly feelings)

STAGES OF NEGOTIATION



RESEARCH

Asses the overall value that is "on the table"

- What are reasonable targets on both sides?
- What are recognizable value adds?
- What are the secret weapons?

Where do you look?

- Market Standards
- Industry Standards
- Individual Standards



BATNA

- Best
- Alternative
- To
- Negotiated
- Agreement



NEGOTIATION

- Communication is Key and mostly non-verbal
- Pay attention to your tone and pace
- Use summarizing statements, and repeat in your own words to encourage agreement



SETTLEMENT

- Agreement
 - Contracts (binding, non-binding)
 - Memorandum of Understanding
 - emails
 - “hand shake”
- Next steps to completion



NEGOTIATORS ASSESSMENT

- Record how things are going on these soft skills areas as well as compared to your preparation estimates

Statement	Rank now	Want to be
I find it easy to establish rapport		
I find it easy to set outcomes in advance of discussions		
I find it easy to obtain authority for negotiations		
I find it easy to observe interactions		
I find it easy to analyse offers		
I find it easy to determine other party's value add		
I find it easy to determine other party's negotiation limits		
I find it easy to determine other party's 'point of no return'		
I find it easy to change language to match that of other party		
I find it easy to help a discussion to progress when it is blocked		
I find it easy to give effective feedback to individuals		
I find it easy to maintain my own integrity whilst negotiating		

NEGOTIATIONS PREP SHEET

- PEOPLE / POSITIONS: Who are they? What is their current position?
- INTERESTS: What motivates each side to negotiate? (financial, non-financial goals, needs, fears, etc)
- OPTIONS: What are the current possible solutions on the table?
- CONCESSIONS: What are you willing to adjust to close the deal?
- ALTERNATIVES: What each side could do on their own to meet their interests away from the table?
- OBJECTIVE STANDARDS: Standards of fairness recognized by the negotiators.
- RELATIONSHIP: The quality of the negotiators' interactions and the level of trust.
- COMMUNICATION: Information sent and received by each side.
- COMMITMENT: Process and Outcomes

LET'S GET TO WORK

QUESTIONS



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