

TAKING CHARGE!

Negotiating the Deal You Want Every Time

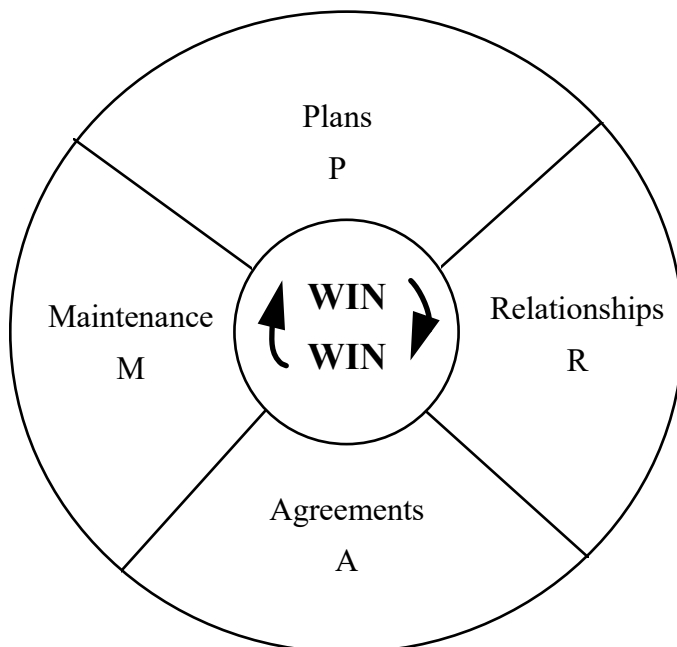
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Program Outline

I. Basic Elements of Successful Negotiating

- Negotiation is all About People
- People Are All Motivated by the Self-Interest
- The Entire Negotiation Process Must be Win-Win
- You Must Use a Negotiation Model that Guarantees the Deal You Want Every Time

II. The PRAM Model: The Only Negotiation Model That Guarantees the Deal You Want Every Time



III. Win-Win Plans

- Determine Your Self-Interest
- Identify the People Who Stand Between You and Success or Failure
- Determine Their Self-Interest
- Develop a Strategy to Connect the Other Party's Self-Interest with Yours

IV. Win-Win Relationships

- Plan Situations that allow a Relationship to Develop
- Cultivate the Relationship
- Don't Get to Business Too Quickly

V. Win-Win Agreements

- Verify the Other Party's Self-Interest
- Implement Your Strategy to Connect the Other Party's Self-Interest with Yours
- Work *Together* to Resolve any Problems
- Finalize the Agreement

VI. Win-Win Maintenance

- Maintain Your Agreements
- Maintain Your Relationships
- Maintain Your Plans

HANDS-ON NEGOTIATION EXERCISE

At this point, the class will be divided into "consulting teams" of 4-6 people. Each team will then select a negotiation problem that one of the team members owns. Then, using *The Negotiation Planning Guidelines*, each team will develop a solution to their problem. This is where the real learning takes place. Once each group has developed their solution, they will then present it to the rest of the class and invite additional input from the other participants. The instructor will then debrief each group.

VII. Using the PRAM Model as a Diagnostic and Problem Solving Tool

- New People
- People Who are Irrate or upset
- People in Power Positions
- Objections
- Difficult People

VI. Keys to Making the PRAM Model Work for You

- Balance
- Integrity
- Patience