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## About the Author

Andrew Kline has wide experience selling books, appliances and services in different industries. He said that his success in those ventures was only possible because of the strong support of his family.

Andrew wrote this book to help people improve the results they get from negotiations mostly in their personal lives. These interactions are probably more important than most of our business dealings for us in the long-term. But, many people focus on improving their business activities.

Then, they put less effort and time into maintaining and improving their personal relationships. Ignoring stresses there can impact their whole family, not just themselves for years.

Andrew has suggestions which will help every reader when negotiating with friends, family, sales people (like Andrew), bureaucrats at all levels and companies large and small.

Andrew said, "Many people are disappointed with the outcomes of their negotiations outside of their business activities."

"They find that the methods they are taught don't always work in private life. I want to help people with this because the outcomes can have important effects on them for years to come."

"If we make mistakes with a sales call, we can just go on to another one. But, upsetting our partner or children can affect the quality of our lives and theirs for years to come."

I have seen people that are overcome with stress when they have to discuss some important matter or decide on a major purchase. They really suffer through the experience and have little hope of getting the deal they need.

They have to deal with the consequences of their poor deal and its effect on their whole family."

"The simple advice in my book can help them to reduce the tension and improve their results. These strategies are proven. Reading the book will help you improve your relationships and your life.

## Introduction

Most books about negotiating are focused on helping people get better results with their business activities.

We'll use some of the best methods from the business area but adapt them to be effective for anyone who wants to improve their dealings with family members, neighbors, and friends.

I will also help you with advice to get better results with sales people and other professionals you deal with.

Whether you like negotiating with people or even just thinking about it makes you jittery, you cannot avoid it.

The good news is that anyone who has been disappointed with their results previously may make significant progress fairly quickly if they go forward in small steps at first.

Just reading this book will show you how to deal better with any negotiation you make in the future. But, the main benefits won't start until you match some suggestions in the book to your personal approach with people and start to take action.

All my suggestions are honest and low key. I believe that your personal reputation is the best asset you have if you want a happy life and to be materially successful.

That attitude helps you to reach your goals and be a worthy example for your kids to learn from.

Nobody has to become aggressive or demanding to get better results. Those approaches rarely work long-term for anyone and we're interested in improving ourselves and our lives for the long-term.

Let's get started .....

## **First Steps to Better Results**

The first step is to think about the sort of interactions in your life where you need help right now.

I want you to make a list of the discussions which you have trouble with? That will not be enjoyable for many readers because it will bring up memories and regrets of bad experiences and disappointments.

But, it's the first step toward improving your success rate and eliminating the bad outcomes.

Now, you will focus better and improve your ability to handle negotiations more quickly than you might imagine.

When you have your list, decide what parts of those dealings cause the problems for you?

Most blocking factors will be simple things, but each will be more difficult to deal with over time until you start to do something about it now.

With your list on paper in front of you, you will realize that you have dealt with much harder problems before. Many people worry more about minor defeats in their past and dwell on those instead of remembering their successes.

The suggestions about how to negotiate well in this book may be all you need to get better, more consistent results.

## Negotiating with Children

I will only explain what types of negotiation might be appropriate with different situations and when avoiding negotiation altogether may be more appropriate.

I don't suggest what rewards or penalties you might use. You will do what you believe will help those particular children to develop into caring and confident adults.

Be consistent. Be firm. Discuss only matters which you feel the child is able to understand.

Always try to be aware of what the child is doing. Keep the lines of communication open.

Many children think their parents only recognize their mistakes and supposed faults. Try to acknowledge, and sometimes reward, good things which he or she does. But, don't reward them every time.

Just giving them some praise when it is due is often enough.

Children have limited life experience. They think the world revolves around them – that they are the sun in their own solar system. Their life and their abilities appear to have no limits.

It's understandable and inevitable that they will test whatever boundaries and challenges they meet.

They may learn that they can manipulate their parents in big or small ways. Often, this involves trying to get one parent to give more leeway to a restriction which the other has put on them.

That can lead to problems between the parents as well as harming their ability to guide the child.

When you decide to set some limits, you don't have to always justify your decision.

But, explain to the child what consequences will follow if the limits are ignored.



Always follow through. That applies to other commitments which you make such as attending a school play they are in or taking them to some entertainment.

Outcomes which can be delivered soon after the unwelcome behavior are likely to be most effective.

If you say that you will ask the other parent to decide some penalty hours after the event, the child sees that you don't take action and also that you give them a period where they can do what they like. They also learn that they may never have any real penalty imposed!



Very young children have limited experience, so you might want to give them choices between two outcomes which are equally acceptable for you, rather than actually negotiate the outcome. Actually discussing the details of a decision with them will probably give them the idea that they can get you to change every decision to something which they like better.

## **The Difference which Preparation Makes**

The most common cause for poor results in business and personal negotiations is lack of confidence or negative self-belief.

Mostly, this is caused by accepting poor results in previous deals and finding out later that you could do better – very much better.

A common mistake is to skimp on preparation for the negotiation.

Most games are won by the team which has the best plan and has prepared themselves to do it effectively.

Just remember that most contests are won by small margins. Thoroughbred horses race almost flat out for a mile and the result may depend on which has the longest nose!

Sports champions have said many times that they win more often because they train a little harder and a lot longer.

I remember a gymnast saying that he and his training partner made sure that they were always the last to finish each gym session.

He said, "We probably put in just a half-hour more each day. That built up to a lot of hours over four years. But, I never regretted it at all when I finally held that gold medal."

You can give yourself a boost toward your own goals by deciding to be a little more serious with your preparation. It doesn't need to be a major change.

Just do it a little harder and be prepared to stick to it until you win. Business and life are different kinds of races, but you want to be able to say, "I did it!" rather than, "I wish I had."

## Buying a Car

This section will help you when you are looking at a significant purchase, whatever that might be. I chose a car because that is an item which most people have some experience buying and selling. It has a significant cost and the outcome will continue to impact on you and your family for a period of time.

Before you buy a major item like a new car, you will probably prepare yourself by studying the options available, checking which models and brands most suit your needs, and how much you can afford to pay.

You will ask friends (especially any that have particular knowledge of different vehicles) about their experience and whether they know of any good deals.

Despite your best efforts and the time you put into research, the car sales people still have a significant advantage.

They deal with people like you every day but it's just an occasional experience for you.

It's your money, but it's their living.

They are highly motivated, experienced and supported by information about what works for them.

They have information about the success of the appeals they use on different types of buyers and they know more about every aspect of the market than you do.

You probably won't get the best deal you could have, but these suggestions will help you to get a "better than average" outcome.

Car dealers usually have to meet sales targets each month. That means they need the sale more at certain times during the company's monthly sales cycle.

If they have done better than average this month, they will not be greatly interested in slicing away any more of their margin than they need to.

If they are well below the number of sales which they need to keep their job

or win some monthly award, you might get a bit more "off-the-top" toward the end of the month.

You should set up a checklist which reflects the important factors in your decision. That will vary with each person or family.

**Price** is probably the factor which most people focus on, sometimes almost to the exclusion of anything else. You need to know how much you can afford to pay in cash and what sort of terms you might be able to handle, if necessary.

Be frugal about committing yourself. Allow for all current and foreseeable future costs, because you will probably also have some unexpected bills such as medical expenses, a new appliance or even a holiday.

Do a "what if?" exercise, asking yourself what you can pay without putting too much pressure on your luck.

Consider what the value of your new purchase will be in one or two years. It will drop in value as soon as you drive it off the car dealer's lot.

Check the values of the different brands you are thinking about over the last few years. Some cars may cost more at first but hold their value better in the used car market.

How soon do you need the new vehicle?

If you are under pressure to replace your current vehicle you may not be able to pick and choose.

If you have a reliable vehicle which fits your most important needs, you may want to wait for the release of the new models and either buy them or save on the discounts they offer to move the previous year's model.

Car companies have annual cycles where the model from last season is discounted when they are ready to push their new model out into the market.

This could be a good time to buy but the discounts on the older model may mean that your current vehicle will not get you as much in a trade or through a private sale.

If you have particular needs or views which limit your choices, you can expect to pay more.

Maybe you could do better by buying a used vehicle at sale time when there are lots more used cars in the dealers' yards and you might be able to get a better car for the money you have to spend.

Of course, the Internet can provide you with more options and lots more good and bad information.

When you have thought through these factors, you are ready to tackle the car dealers.

If you work out the ongoing cost of using and maintaining your vehicle, you will probably shock yourself. And, those costs will inevitably rise.

But, most of us cannot do without a car or even a larger vehicle.

This preparation will, however, pay off in the long term.

When you approach the dealer, you will probably have a head full of facts.

Remember that most of us consider needs but buy on our emotions.

That can be costly, but we're only human!

You say, "The car must fit my family's needs and my budget."

But, you are probably thinking, "Anything that looks fast and is red!"

Insurance is a major expense which we often give little thought to until we need to make a claim.



Each dealer you talk to will have, conveniently, arranged for insurance cover as well as finance to be available when you are in their offices.

That's not always a good option. You know the dealer is making a profit from the insurance company. It may be linked to the car manufacturer.

None of them are working for your interests.

You need to check comparative costs before you get to their office.

Get everything in writing. Make sure you really understand the terms and benefits you get.

Always make sure that you really understand what is meant by everything you sign.

Most countries have a cooling-off period on major purchases. That was not put into law because the car dealers insisted on it. Use it to verify the claims that the vehicle is "as described" and "fits the purpose you bought it for".

You can also arrange your own cooling-off period by insisting that you discuss the "final" deal with your partner (whether or not you actually have one) before you sign or pay any money.

## Learn from Disappointments and Move On

If you do not get the sort of result you wanted from a deal, you will probably feel down, but don't let your negativity continue or it will affect your confidence.



Decide if there are any lessons for you in the way it turned out. That can pay dividends for you.

Don't beat yourself about the head over the result. It's over!

Just focus on what you need to do next and get on with building your future.

If you keep worrying about the past, your subconscious will start to fill with messages of despair and failure.

Over time, you will start to believe them and act accordingly.

That can also affect your health!

Worry is a useless by-product of daily life which saps your energy and confidence. Have you ever heard of someone that worried themselves into a better relationship or job?

Have you ever heard of someone that worried themselves so much that they couldn't handle a better job if they got it?

Yes, so have I.

You need to remove worry from your life. The things you can use are knowledge and action.

If you have health worries, get an appointment with your doctor and get the facts. You may find that the worry was giving you more trouble than anything you had wrong with you. Sometimes, people start to feel affected by symptoms they worry about even though they don't have the condition!

## **Tricks and Tactics**

Tricks and tactics are common in negotiations at all levels.

The strategies in this section are still being used every day in all sorts of deal-making at all levels.

My main aim including this explanation of them is that it will make you aware when they are used by people you are dealing with.

If you go through each deal focused on the best possible result for yourself and a fair outcome for each of the other people involved, you will build your reputation and can confidently look forward to further deals with almost everyone you meet.

### ***Good Cop/ Bad Cop***

This got its name because it has been used by teams of detectives when questioning suspects. Although it is well-known, it apparently still works!

One person in the team seems much more flexible than the other. Their apparent willingness to compromise is used to encourage similar flexibility by you.

There's no harm in trying it yourself.

This tactic is as useful for a couple trying to get the best price on a new vacuum cleaner as it is for a sales person and their manager. Sometimes, the bad cop may not even be present. This makes the position of the person they are negotiating with much more difficult.

If the tactic is used by someone on you, you just need to keep your focus on the outcomes which you need. You should say that you can only continue the negotiation when both of them are present. If they cannot both participate directly, they need to empower the one who is to make a binding decision on their behalf.

You can waste a lot of time dealing with someone that is not the decision-maker. That can encourage you to accept any deal just to save time.

Always make sure the person you talk with can make the decision.



### *Limited Offers*

You see this sort of offer every day. They have only a limited number at the special price. The offer ends at close of business and cannot be repeated.

You just need to stay focused on your own needs. If you don't get this offer, there probably will be another tomorrow. Is there any downside to you waiting another day?

With many products, you might even get a better deal!

Think about all the specials deals on offer before Christmas. They rarely match the deals offered in the January sales for those same products!

### *Assumed Agreement*

Some people will start the negotiation by assuming you will agree to some "minor" concessions they want. Their attitude suggests that this is standard practice with this type of business deal.

You may feel that you should show yourself to be fair, even generous, by letting them have what they want.

But, would they be as willing to give you a similar small concession or two without any benefit to themselves?

Probably not.

There is no harm in asking for something for yourself in return for any concession you agree to for them. The usual reason for this tactic, apart from getting something for nothing, is to get into a frame of mind where you could be willing to give more ground just as easily.

### *Future Benefits*

Some people will ask that you give them a better deal this time in anticipation of more benefits coming to you in the deals you do with them in the future.

Of course, the concession you make will not have any influence on how generous they will be another time. They are looking for a benefit now and will always be most interested in dealing with whoever is prepared to give

them the best deal in the future.

***Just for You.***

Someone offers you a special deal, just for you. If this is the first time you have ever had any dealings with that salesperson, you should wonder why you are so "lucky"?



What would his regular customers think of him giving a stranger (you) a better deal than he or she gives them?

Maybe this salesperson has not built up a regular client list and depends on one-off sales to new people who all get special deals?

## **During the Negotiation**

Being prepared involves a lot more than have your financial records and details of competing offers to compare with the offer you get from the dealer.

You need to be physically and mentally prepared to deal with any tactic that they use and remain cool and in control through the process.

The most important thing is to control your emotions and being distracted from your goal for the discussion.

### ***All Information has Value***

Keep as much information about your circumstances and preferences as possible to yourself.

A casual remark that their brand has always been a favorite of yours may make their offers less generous than they might be.

Information about other dealings by the people you negotiate with is particularly valuable.

Do not pass on information about other people unless it is directly relevant to the discussion you are having. That can badly affect your future dealings with the people you are negotiating with and is likely to get back to the person whose information you disclosed, especially if it is negative.

### ***Get Everything in Writing***

**Samuel Goldwyn, the movie mogul, had it right,**

**"A verbal contract is not worth the paper it's written on!"**

Many times, a salesperson or other person involved in a negotiation with you will explain something or make a special concession verbally.

Because you feel that everything is going well, you may just take it at face value.

Then, when you have signed and paid, you don't get what they told you. That's when you learn what Mr Goldwyn meant all those years ago. If it's not in writing, it's not going to help you!

### ***Read Everything Before You Sign Anything***

In the excitement of getting something which you have planned and saved for, it is very easy to fail to check the fine print.

That can cost you dearly. If you need to try to get something changed after you signed the paperwork, it will cost you much more in time, stress and money than it would have to get clarification before signing.

If you don't understand something, get it cleared up to your satisfaction before you sign.

And, make sure you get it written into the deal and signed.

### ***What Are The Benefits And Commitments You Agree To?***

Spell these out for each person. This point is where most lawsuits start.

### **Get YOUR Lawyer to Check any Contract**

If you can't afford to have a lawyer check the contract for you, you probably should wait until you can.

### **Ignore legal advice from anyone except a registered lawyer.**



Yes, that includes me!

Make sure that they have relevant experience in the area of law which you need advice on and that they are properly qualified and registered

to give that advice in your jurisdiction.

Yes, they cost a lot, especially when much of the drudge work is done by assistants and interns.

But, if you rely on a legal opinion from the other person's legal advisor or don't get any qualified legal advice at all, you are handicapping yourself.

### ***Carefully Check any Warranties and Guarantees***

In the past, it was important to get a guarantee or warranty. Today, you also need to check that they have real value.

Any business you deal with can get information about your credit history and

probably much more that you may not be aware of. Before you make any sort of major commitment with them, you should do similar checks with consumer groups and government departments.

Of course, most are above board but a couple of hours spent checking through the Internet or even in person could save you a lot if you find that you have been dealing with someone you maybe shouldn't.

Be very careful about accepting information from the Internet as genuine. There is much that is good but you need to get independent qualified confirmation from someone that is well-acquainted with your particular circumstances and the rules in the area where you live and work.

### ***Get Good Advice***

Every athlete has a coach. The cost is worth it for the feedback on their performance and attitude, the knowledge from their experience and guidance.

Many business people also have a coach or consult with people that are proven winners in the type of business they are doing.

We can all learn from high achievers, even if their particular special field is widely different to the one we are in.

In fact, I have found that adapting great ideas which work in other types of business can have enormous benefits in my own.

Of course, the mentor or coach needs to have the ability to communicate their knowledge in a way which will connect with us.

And, not all can do that or have the desire to share what they have put great effort into.

## Learn to Listen

Good listening is something we all seem to believe we do, just because we have been doing it almost our entire lives.

If you ever saw a group of people stand in a line about one yard apart from each other and then transmit a simple message from one end of their line to the other, you know that the final version is almost always quite different from the one they started with.

That's a simple example.

But, it shows why we can't assume that we know how to make good use of the information we get.



Each day, we all receive through direct contact with people and the various media we use, more than two thousand messages .... and it's getting worse!

How many people do you know who have difficulty remembering the names and other important details about people they meet socially or in their business activities?

Most of us, unfortunately.

The remedy is a lot simpler than we probably imagine.

The rewards are huge!

We hear what people tell us but we can't absorb and retrieve the information because of all the noise we take in at the same time.

We are all having an internal conversation with ourselves about what we want to do. At the same time, we are trying to absorb as much of what is going on around us as possible.

We don't realize how important the skill is to our potential for success in all areas of our lives.

And we don't really need expensive courses to get a significant improvement.

## Improve Your Memory

Our best opportunity to absorb new information is when we first hear it.

If someone is introduced to you and you do not hear their name or other details clearly, ask the person to repeat it.



I've probably asked that question more than a hundred times over the last few years.

No-one has been upset. Most have appreciated that I take the effort to check the pronunciation of their name and I want to remember it.

That strengthens the connection we make with each other when it is most fragile.

Because I can remember people's names and details of their business or background, people think I'm smart but I'm just careful.

I still write their details down. If they give me a business card, I write the important details on the back. Then, I review them when I get home or to my hotel.

I trust my memory but it's worth giving it what help I can. I use an address book but they fill up.

You will never fill your memory and the process gets easier and better the more you do it.

Okay, can you see how good listening can also improve your results with any negotiations which you are involved in?

It also improves your communication with your family and other people that are important to you.

## Fear

This is a major reason that people avoid negotiation or accept offers which are worth much less than they could get with a little more effort.

It might be applying for a job or persuading someone to go out with you. Or any of a thousand other opportunities we find.

The fear may be based on negative conditioning from parents and other adults that were important to us when we were young. Or it could be that we are fearful of other people's reaction to our efforts.

But, the negative aspects are generated by ourselves.

The reality is that most people don't pay much attention to what we do unless it directly affects them.

When it does, they are more likely to be supportive than confrontational.

Even the occasional negative reactions we do get are likely to be minor, not life threatening.

It's a standard line in selling that each, "no" is okay because it brings you closer to the next, "yes." Just look at it as a learning experience and keep trying.

Thomas Edison is the poster child for persistence. People asked him why he kept trying to develop an efficient light globe after hundreds of failures. His stock answer was, "They weren't failures. They showed me what wouldn't work."

Actually, he knew the benefits to whoever succeeded in the quest would get rewards which were far greater than the disappointments he had getting there.



## Maximize Your Motivation

Many people don't achieve even one tenth of the success they desire.

If they think about their lack of progress, they probably find some reason to blame others or claim the opportunities were never there for them.

But, the truth is often that they probably accepted easy options which gave some quick results instead of putting their focus on higher but more challenging goals.

That attitude is sure to affect your ability to get good results in your negotiations.

Just as the athlete keeps trying and succeeds beyond everyone's expectation, you must try to match or even exceed the drive of the person you are negotiating with to ensure the best possible future for yourself and your family.

I remember hearing a business owner say that he had tried many things and applied his best efforts to each of them with little success until the day his first son was born.

"I made a promise that I would push forward so that I could give him and my wife everything they needed and wanted for the love and wonder they brought into my life."

His real success started from that commitment and he succeeded more



quickly than he thought possible.

Do you believe that you can get better results with your future negotiations?

I do.

You may need to put more thought into finding what would really motivate you to move up.

It may be that you need to let go of your comfort zone and push up out of your rut.

Or you may have to confront some fears and doubt which are firmly locked into your subconscious but probably wouldn't stand much close examination.

### ***The Hardest Battles***

What are the Hardest Battles?

They are the ones we feel we must fight by ourselves.



We may want to protect those close to us from worry or not want them to learn something we have done.

But, such a course is very hard to navigate successfully.

Your partner and even your kids will know that something is upsetting you and probably

think it is something you blame them for.

Or, they start to fear for the future of their relationship with you or just about your own health and well-being.

Whatever, they will be upset that you don't share the problem with them.

## Health and Happiness

If you are not feeling well, you cannot expect to perform at your best or get the results you deserve from your efforts.

Some people work very hard.

They ignore the headaches and muscle pain, cut back on sleep and multi-task as they strive to achieve more success.

But, they are sabotaging their chance of high achievement and starting to put excessive strain on their body.

People avoid health checks through fear, just like they avoid asking for a



raise because they fear their employer's reaction.

They may be frightened about getting bad news from their doctor or their boss.

But, they stay ignorant and the fear which builds up in their minds reduces their effectiveness even further.

After some time, it will actually start to affect their health even more.

A health check will pay dividends worth more than the cost. You will replace fear with knowledge and be able to plan better for your future.

Your improved outlook will make facing any challenges and achieving your most important goals much easier.

And you will start living and enjoying every day much more, whatever it brings you.

## Get Better Answers

I think most children are very good with the questions they ask.

They ask questions to get some advantage; greater understanding, more treats or other positive outcomes.

They don't deliberately use questions which will cause hurt to the person they are talking to. Well, not until they've learned the sort of questions which their adults use.

They keep asking until they get an answer which is useful to them.

As I mentioned just now, we lose that open-eyed approach as we get older and more concerned about showing ourselves in a good light, even if we have to be negative about someone else to do that.

You want a positive outcome in each negotiation you are involved in. That is best achieved by respecting the input and goals of the other people who are involved.

This section will help you to make good decisions about the questions you ask or don't need to ask, when you ask them and how you handle the answers you get.

A good question can improve the general atmosphere and encourage more discussion or even overcome misunderstandings.

The basis of good questioning is patience, timing and knowledge.

You will often find more out by asking questions where you already know the answer.

Was the answer accurate, biased, short on important details or outright wrong?

If you didn't get the answer you should have, try asking the question in a different way that doesn't show you are aware of the truth already.

It is not easy to work out good questions during a negotiation session. That means your level of knowledge is very important. Use that knowledge to work out relevant questions before the session starts.

Always give people courtesy even if they are negative in their responses. The only reason for negative answers is to try to upset your concentration and reduce your ability to get the information you need.

By the way, staying calm is likely to do that to the aggressive person. Then, you may get more information than they intended.

Your calmness will also ensure you are more effective.

If you get the chance to see a trial in progress as a spectator, it can help you with future negotiations.

You won't want to adopt the mannerisms and language of the lawyers. You should always speak much as you do in other situations.

But, you will learn how they ask the same questions in different ways, use questions to suggest their point of view is the right one without saying it directly, and how they react to answers.

An important part of getting the best results from the questions you ask is to treat people with respect and give them the time they need to answer how they want to.

Sometimes, that can take up a lot of valuable time. But, you will get more cooperation and, often, some extra valuable information if you show them that courtesy.

If you don't understand an answer, ask for help from that person immediately. If you let the doubt remain in your mind and unspoken, you cannot be sure that your lack of knowledge might not result in a poorer result for you from the whole negotiation.

Be very careful when people use terms or abbreviations which are specific to a particular field of activity.

Always ask them to explain exactly what they mean and have a clear description in any documentation that is made about the final agreement.

If people use acronyms like B.B.C. or U.N., most people will accept they are referring to the British Broadcasting Corporation and Mensa International.

But, there are some acronyms which relate to different groups which may be

involved in similar activities or have their offices located near each other. Then, it could be important to confirm which one was referred to in the person's answer.

Sometimes, misunderstandings come from someone using vague words like big or expensive. We all know the meaning of the words but those words are not specific enough to use when we are discussing details on a contract.

Get the person to give specific, measurable details so there cannot be any misunderstanding later.

You should plan what questions you might ask before the meeting begins. Actual events may make you decide to not ask some questions but having a list of possibilities will mean you are better able to concentrate on what is happening right in front of you.

One way you can demonstrate that you understand what is being said is to use part of one answer in a related question.

Use short questions to get details which were referred to but not given in earlier questions. This can highlight inconsistencies (what we usually call lies) in their other answers or claims they make elsewhere.

Make sure that the questions you need good answers to are clearly understood by the person you ask them. You may think they understand your questions and that you understand their answers.

But, you could be wrong on both counts if you have different backgrounds and lifestyles where the same words are used quite differently.

Always have a couple of short qualifying questions which you can use to check that you are using the same meanings.

If you are not sure, frame your questions to fit their lifestyle as closely as you can and check that you understand the meaning of the answers they give you.

Avoid long questions or any which involve more than one point to be answered. If you need several related questions to be answered, set them out and go through one by one. That approach will mean that the person

answering them will have less chance of hiding one answer in the answer which also covers a different point.

Get a transcript of the discussion wherever possible.

Get a recording if the other party agrees.

Whether or not you expect an official version, get your own detailed recollection on paper as soon as possible after any important negotiation.

This is probably better than talking it into a recording device because the act of writing will help you to recall some more possibly important details.

If you record your thoughts, there is a risk that it may not be clear enough or detailed enough to be as useful as your written notes.

Patience pays dividends. Another truism for many sales people is that the person who talks the most wins less from the outcome.

If you talk over someone's answer to your question, it will cause some resentment and also make them more likely to hold back information.

You can't get an agreement while you are talking. Wait for them to speak. If they don't seem in a hurry, wait some more.

## Body Language has Limits

Everyone I know has tried body language – the silent signals which some people can apparently read as clearly as you can the pages of this book.



The fellow on the right probably thinks his posture shows confidence but it radiates indifference and will offend people he deals with.

I was on a jury where one juror tried to convince the rest of us that he could tell who was truthful because of each witness's body language.

Someone asked him if he would use that knowledge in a situation where his life or financial future depended on it and he wouldn't.

The people who use body language every day say it takes at least a year of study and practice to get consistent results.

Some people can mimic any body language pattern they want without regard to their actual knowledge or feelings. They're called actors (both male and female).

A lot of salesmen are also pretty good at that too.

Body language can be useful for indicating common patterns but it should not be dependent on when the outcome of a negotiation has potentially serious consequences for you or anyone else.

Confidence tricksters are also good at using fake body language when they focus on projecting the "truth" of what they are trying to sell you.



## Trust



Trust is the strongest glue there is. If that bond is ever damaged, it's almost impossible to make it that strong again.

Trust is sought, used and often exploited by politicians (not those you support, of course!)

If they didn't sometimes put that bond under pressure, they wouldn't need all those media advisors and other help.

I remember reading a book by an Australian author who had been a stock agent, selling cattle and other livestock in various parts of the Australian Outback.

He explained the trust which was behind a lot of the deals which his customers did between themselves with this story.

Two sheep farmers put their money together to buy some sheep from one of the author's clients – another sheep farmer.

The author and the two new owners went to collect the sheep from a large pen at the seller's property.

The seller was away but had no concerns about them picking up the sheep while he was away. They would have been welcome to do it even if the author had been away on one of his regular trips.

They went into the kitchen of the property after a quick inspection of the flock. They agreed it was a good deal all round even though the condition of the sheep varied. Some were very good while others were outstanding.

They had a couple of drinks and then one of the farmers said he had to start for home because he had much farther to go than the other farmer or the author.

So, he and his assistant went out and started putting half of the sheep into his truck.

The other farmer stayed with the author inside the house and they heard the

fully laden truck leave a while later.

The author's point was that the second farmer never even glanced at the activity in the pen. He trusted the other farmer to divide the good and lower quality sheep fairly between them.

The author said that was how all the farmers and other locals operated. In the conditions they faced, they had to be able to depend on each other and they did.

If we maintain those standards in our dealings, we'll always get good deals.

## **Simple Ways To Get Better Outcomes**

Here are a few more things to help you negotiate better and achieve outcomes that maintain your connections with the other people so that you will all want to work or play together again.

### ***What's Your Bottom Line?***

Decide on the lowest offer you can afford to accept?

Make sure that your figures are accurate. Never guess about anything important.

### ***Keep the Door to Future deals Open.***

If you feel the other party has been fair, try to get an outcome which they feel happy about too.

You not only could build a relationship with them, you could make other valuable personal or business connections through people they mention this deal to.

### ***Watch for the Tactics You Learned Here!***

Other people will read this book or learn the methods we discuss through other ways.

There's nothing wrong with them and they might have worked out variations which you can adapt yourself.

### ***If You Hit A Bump, Go Around It.***

It's common for a discussion to get bogged on something minor. If there is a point which seems minor, but the other person is focused on it, it may be more important to them than you realize. You might offer to let them have that but always ask for something in return.

If it wasn't valuable to them, they would not stick on it.

If you don't want to give way on that item, suggest that you discuss another point and come back to it.

## **When the Deals are Done**

I hope you use the suggestions I've shared with you successfully to build a better future for yourself and those close to you.

Remember that there's more to life than money, but you can't get anywhere near those things without some of it.

I've always focused on making deals which everybody feels they got a good result from.

It won't happen every time but, if you follow that philosophy, you will find most people ready to deal with you another time and recommend you to people they know.

Some people look down on deal makers, but I think that we'd be a lot worse off if we didn't have some ready to step forward when needed, don't you?

***Andrew Kile***

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