



**SUCCESS GUIDE SERIES**

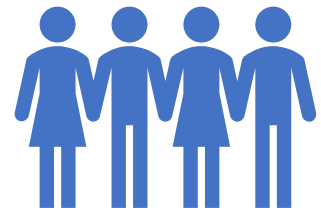
# **NEGOTIATION SECRETS**

**10 APPROACHES THAT WILL HELP YOU SCORE THE HIGHEST  
COMPENSATION AND PAY THE LOWEST PRICES EVERY TIME**



Negotiation is not for the faint of heart, and it can often leave people stressed and avoidant. Don't leave your needs on the table with clients, bosses, or even friends/family.

*Vision Advertising is the agency that advocates hard for your 360° success, and with this guide, we're arming you with the tools to get the best of every situation. You work hard and deserve to win. Follow up with us any time through our email: [info@vision-advertising.com](mailto:info@vision-advertising.com) to get some help, ask about how we can help you with other things, or to sign up for any of our classes or education courses. We're here to help you succeed!*



Before you dive into using any of these approaches, remember this **one vital principle**: successful negotiation is not just about a short-term win for you alone, and just getting what you want. The other person's experience and the long-term relationship is important to factor your approach, whether it's buying a car or securing a contract with a client. You will always get the farthest in any negotiation and relationship when you honor the other party's needs, feelings, situation, and pay attention to the big picture. These approaches can backfire if you only focus on yourself and your own desires. Negotiation is about more than what's being talked about, and includes psychology, money relationships, ego, and more.

In addition to that, it's good to take a moment to take stock of what advantages are available to negotiate for beyond money, within each situation. It's about terms in relationships, terms in contracts, benefits, behaviors, advantages, and so much more.

Make sure you're respecting yourself and the other person when you negotiate by leveraging these powerful negotiating approaches. These will help you get the best outcomes, ever time.

## ***While you're building your comfort with negotiation, start with these six approaches:***

1

### **Make sure you're negotiating for a win/win.**

You will never truly succeed in a negotiation where you don't work hard to ensure that the other person wins FIRST. Both parties need to win, and the other person needs to win in order for them to be open to you winning as well.

If you approach your negotiation in a way that the other person needs to lose in order for you to win, your chances of getting what you want aren't favorable. If you do get what you want, you may alienate the other person and make them unwilling to do things for you in the future, or become resentful of you and seek to eliminate the chance for another encounter in the future.

### **Ask for more than what you want by at least 20%.**

I like to ask for around 50%, because it lets the other person feel like they "got something" when they were able to successfully talk me down by a large margin. You want to have a solid understanding of where your "bottom" is and go from there. Like with the first approach, you want to let the other person feel like they're winning, not losing. If you walk into the negotiation with the mindset that you're creating a "win" for both parties by giving them a chance to meet your needs *and* theirs through bargaining, this is an approach that can allow the other party to feel better about the exchange and be unafraid to deal with you again in the future. When the other party feels triumphant and respected, you've earned a shot at greater gains long-term.

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### **Be prepared to negotiate down, and have a backup offer in mind.**

You are not likely to get what you ask for out of the gate, and you may need to settle for something less than (compensation) or greater than (price). It's vital to remember that oftentimes people will *want* to say yes to you and meet your needs, but will often have their hands "tied" and be unable to for reasons they will not or cannot share.

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You should expect that you'll be negotiating, and plan for that. Stating your needs and getting an answer on the spot happens all the time, but just as likely, you'll have to go back and forth. Preparation before you walk into the situation only serves to help you. It never hurts to have a plan B, C, D and E. Don't take the negotiation personally.

### **Do your homework before entering the situation.**

Make sure you know as much as you can. Intel to seek out ahead of time includes (but isn't limited to): what other negotiations with this person/company have gone like, what others in your situation have asked for (and gotten), and what other options could be co-created.

This can apply to everything from buying a car with a car dealer that is known to have a reputation as tough to contracts with businesses that are notorious for getting the lowest prices on all their vendor contracts, and everything in between.



### **Leave your emotions at the door.**



Negotiations are logistical conversations that are easier when cooler heads prevail. This is an objective experience, and while psychology and relationship dynamics do play a vital role, it's best to leave your feelings out of these exchanges and focus on the other person's experience.

Remember that you're trying to get the most, and your negotiating partner is trying to give the least. The deal is found in the balance between the two. Don't take things personally if you get answers you don't like, and don't get upset if things aren't going your way. You're most likely to get what you want when you're friendly, firm, creative, and curious.

### **Make sure you are eligible for what you're asking for.**

Never ask for something you haven't sincerely earned the right to ask for, or is outside the bounds of reality.

For example, if you're asking for a raise of 50% over and above what you're currently being compensated, know that what you're asking for is not necessarily typical, and you're likely to get turned down on the basis of precedent alone. Just that one nuance alone can start your negotiations off on the wrong foot and set the other person against your objectives. You don't want this.

Further, you should be prepared to provide evidence to prove evidence to justify why they should green-light what you've asked for, or why they should consider something still substantial, but not so far outside the bounds of reality.

It's great to want things and ambition is admirable. Don't compromise your integrity or your bargaining position by appearing greedy or like you haven't done any research. When you ensure that your "ask" is reasonable and is backed with evidence, you'll earn the respect and the "ear" of the other party.



## ***When you're ready to upgrade and quantum leap into more powerful negotiation skills, you can add these tools to your toolbox:***



### **Avoid deciding on the spot if you can.**

Unless you're at a flea market, in 99% of circumstances, you have time to decide. The larger the financial sum, the more likely it is that you have at least 24 hours, sometimes as much as a week or more.

Always inform (not ask) the other person that you'll require 24 hours to contemplate. This gives you the chance to remove yourself from the emotion of the moment and allow your logical mind to guide the process. It also helps you to put a *mild* "fear of loss" in the other party's mind, so they will be more amenable to what you come back to the table with.

Make an appointment to revisit. This is not a manipulation strategy; this is a strategy to meet mutual needs and help both parties (you included) to be more objective and willing to find common ground. You don't want to put a *heavy* "fear of loss" in the other party's mind, just mild enough to make them more willing to find the win/win alongside you.

Be prepared for the other person to ask you to decide on the spot. You may need to do so, or at least, inquire about *why* its necessary to decide right away.

### **Be prepared and willing to make tough decision if your bottom is non-negotiable and cannot be met through other negotiable elements or the other party is hostile.**

Not everyone is a good negotiator. In fact, most people are not. This is a highly emotional experience for many people, and many people you encounter will not behave well because it triggers many alarm bells in their head and they either approach the experience from a fear basis, or from a self-protective basis. You must be prepared for this and keep this in mind, and focus on creating the win/win to help the other person bring their best self to the table. Keep in mind that whether you realize it or not, you're going to be negotiating with the other person, their fears, their insecurity, and their relationship with money.

When helping someone else to show up as their best self and creating safety for the other person doesn't work (and it won't always work), you need to know your bottom, and if you can't find any way to meet your needs and the other person either cannot or will not meet your needs for reasons they cannot or will not divulge, you need to be prepared to make tough decisions.



- When a client or employer cannot compensate you more, you may still enjoy the relationship enough to decide it's still worth it for you to stay in the relationship, even if they *can't* bring anything extra to the table for you. You never know the full extent of someone else's situation, and that's always wise to keep in mind. Maybe they simply can't meet your needs, or it goes against their value system.
- When a seller refuses to go lower on the price, you may need to walk away to "call their bluff" or just to genuinely walk away and get a better deal that meets your needs.

In situations like these, tough decisions have to be made, and these are your "do or die" moments. Before you get to the "do or die" moment, never overlook the opportunity to negotiate for non-financial gains in the situation. With a client or employer, you can ask for better perks, more perks, new titles, new responsibilities, opportunities, extra help, status increase, a better office, work from home, etc. With sellers, you can ask for extra benefits like free merchandise, extra services, longer service contracts, free upgrades, VIP perks, favorable timelines, etc. Try to explore every single option available to you for non-financial negotiables before reaching your "do or die."

Remember, stubbornness serves no one and you can shoot yourself in the foot if you walk away out of principle when you ignored the big picture. This is where leaving your emotions at the door will help you the most.



#### **Employ silence.**

When you are in a situation where you are asking for what you want and are waiting for the other person to say yes or no, state your terms, and then ***go silent***. Literally do not speak or write a thing. If in person, pleasantly smile and make eye contact. Close your mouth, and do not utter a single peep.

The other person will often respond purely out of discomfort, and your job is to *listen*. Do not interrupt. You may discover that you're learning valuable insight into their decision-making process, available resources, restrictions and more.

Listen well and let them talk fully and express everything in their head. You might be very surprised by what you hear, and they may offer something you wouldn't have thought of.

When they have finished, pause for a full (uncomfortable) 30 seconds while you absorb what they've said to you and reply with care. Do not apologize for asking what you want (you should advocate for yourself!) and deploy the rest of these strategies as needed. Repeat any/all until the deal is done to everyone's satisfaction.

### Ask three times.

When someone is telling you their terms, always ask if that's the best they can do, three times, in three different ways, each with increasing intensity: Is that the best you can do? Are you absolutely sure? Are you 100% certain that you absolutely can't do a fraction better?

These questions will feel strange at first, and you may find that the other person gets very irritated by the second question, and you may have to abandon the third. Every situation is different and you'll need to follow your intuition and lead with respect and listening above all. Asking the three questions in rapid-succession without padding of thoughtful conversation in between is rarely received well. Two critical elements of this approach include confidence and respect.



### *Negotiation: The Bottom Line*

More than anything, you have to lead with your rational mind, always remember the other person, and acknowledge there is more to every situation than meets the eye. You cannot know all factors, even if the other person is doing their best to be transparent with you.

### *Pro Tip for Success*

Negotiation can feel weird and uncomfortable at first. You may feel like you're doing something **to** someone, versus **with** them. Rehearse what you want to say ahead of time when possible. Don't be shy about role-playing with someone you can trust, recording your voice while you practice your "ask" so you can listen back objectively later. Yes, practice. You'll get better.

### *Next Steps*

Are you doing everything you can be doing to help your business thrive? Marketing is a complicated and multi-layered topic with many hidden secrets that can help or hurt you (sorry, it's true!). We have two great ways that can help you get on the fast-track to success:

1. Schedule your **FREE 360° Marketing Assessment** that will help you find your blind spots and create the path forward for the highest returns.  
**Schedule at: <https://www.vision-advertising.com/free360/>**

2. Sign up for our very low-cost marketing course, **Marketing Foundations: The Core Truths of Marketing To Make Everything You Do Easy & Effective** at [www.vision-university.com](http://www.vision-university.com)

We're always here, advocating for your success. We hope you've found this guide helpful!

Sincerely, The Vision Team

