



The One Minute Negotiator

By: Don Hutson

Short Description of the Presentation:

Everything is price-focused today. When customers talk about price, you need to talk about value. Once you determine your desired productive outcome (DPO), it is simply a matter of negotiation. Negotiation is part of life and business. It takes place in sales, marketing, bidding jobs, customer service and even in relationships. Don Hutson wrote *The One Minute Negotiator*, which was #1 on the New York Times Best Seller List for many weeks. If you want to learn to negotiate, the shortest path is to learn from the best. You will enjoy this presentation.

Definition of Negotiation

Understanding Up Front Agreements vs. Negotiation

“Negoshafobia” - Fear of Negotiating Based on Limited Experience, Discomfort with Uncertainty and a Lack of Skill.

- Admit you have it
- Preparation is key
- Treatment process of negoshafobia (engage in process, access, strategize)

Four Styles of Negotiation

- Avoidance – People who do not want to negotiate (justifiable and fear based)
- Accommodators – Giving into what the other asks
- Competitive – Hard line, win-loose (driven by knowledge, skill and nerve)
- Collaboration – Working together for win-win

Strategy Magic

- When to avoid
- When to accommodate
- When to compete
- When to collaborate

Negotiation Principles

- Understanding compromise and when to use it
- Bargaining chips (three kinds of chips: red, blue and green)
- Individual and company reputation (Brand creation, brand advocacy)