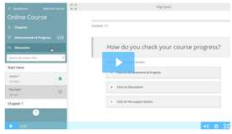


THE ULTIMATE NEGOTIATOR ONLINE VERSION

INDEX

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HARD BARGAINING	5
CONCESSION TRADING	14
WIN WIN	23
CONTENT EXAMPLES	31

INTRO – HOW TO USE THE SOFTWARE



**HOW TO USE THIS
SOFTWARE** : Video 2:39



**ANDREW BOUGHTON'S BIO
PDF**

INTRODUCTION TO THE ULTIMATE NEGOTIATOR



WHEEL OF NEGOTIATION

Video 0:50



HIGH DEPENDENCY

Video 2:14



AUCTIONS

Video 1:16



WHEEL OF NEGOTIATION

PDF



HARD BARGAINING

Video 1:59



TEN VIRTUES OF THE ULTIMATE NEGOTIATOR : PDF



CONCESSION TRADING

Video 1:57



TEN VIRTUES OF THE ULTIMATE

NEGOTIATOR : Video 1:18



WIN WIN

Video 2:52



NEXT STEPS

Video 0:27



LEVEL 1 HARD BARGAINING

HARD BARGAINING

Hard bargaining is the most basic form of negotiation. A one time transaction between 2 people (generally). Switching costs are low and substitution is easy. The main focal point is price. There is little concern with relationships in hard bargaining. As a result conflict tends to be higher than other styles of negotiation.

Typical deals include:

Buying a car, house, major appliances, farmers market, Turkish bazaar, capital equipment purchases, acquisitions, divestitures

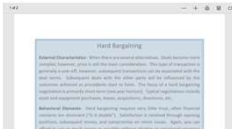
CHAPTER 1 – NEGOTIATION BASICS



INTRO TO HARD BARGAINING Video 3:14



EXAMPLE SELLING YOUR POSITION Video 2:22



HANDOUT HARD BARGAINING PDF



HANDOUT SELLING YOUR POSITION PDF



SATISFACTION Video 3:17



QUESTIONING THE OTHER PARTY Video 2:53



BUILDING SATISFACTION Video 3:54



ANSWERING QUESTIONS Video 1:44



SELLING YOUR POSITION Video 3:42



OPENING OFFER Video 5:02

CHAPTER 1 – NEGOTIATION BASICS (cont.)



ANCHORING YOUR POSITION Video 4:26



PLAN YOUR MOVES Video 3:35



PROFESSIONAL FLINCH Video 1:33



KILLER QUESTIONS AND STATEMENTS Video 2:29



TEST YOUR KNOWLEDGE
Quiz

CHAPTER 2 – DEALING WITH PEOPLE



NEGOTIATION IS PERSONAL
Video 2:25



PEOPLE LIE WHEN THEY NEGOTIATE Video 4:35



I BELIEVE IN INTEGRITY
Video 3:44



BEHAVIORAL SURVEY
Survey



TEST YOUR KNOWLEDGE
Quiz

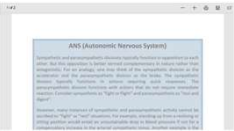
CHAPTER 3 – DECEPTION DETECTION PSYCHOLOGY



AUTONOMIC NERVOUS SYSTEM Video 3:10



WHY PEOPLE GET CAUGHT LYING Video 4:13



HANDOUT ANS PDF



DUPING DELIGHT – PHIL IVEY Video 3:15



FREUD'S ICEBERG Video 2:54



TEST YOUR KNOWLEDGE Quiz



BASELINING THE OTHER SIDE Video 4:12



CRUNCH POINTS Video 2:56

CHAPTER 4 – APPLICATION



MANIPULATORS
Video 4:25



MANIPULATORS EXAMPLE
Video 1:18



HANDOUT MANIPULATORS
PDF



VERBAL SLIPS
Video 2:20



VERBAL SLIPS – STARTING OFFER
Video 2:07



EXAMPLE VERBAL SLIPS
Video 1:18



HANDOUT VERBAL SLIPS
PDF



EMBLEMATIC SLIPS
Video 1:36



EXAMPLE EMBLEMATIC SLIP
Video 0:46



HANDOUT EMBLEMATIC SLIPS
PDF

CHAPTER 4 – APPLICATION (cont.)



MICROEXPRESSIONS

Video 2:45



EXAMPLE OJ SHOES

Video 2:01



HANDOUT FACE CATALOG

PDF



EXAMPLE OJ PAROLE

Video 0:58



EXAMPLE THE HONDA ODYSSEY

Video 4:57



TEST YOURSELF INSTRUCTIONS

Text



TEST THE AUTO SALE

Video 2:27



NEXT STEPS

Video 0:51



CASE STUDY HARD BARGAINING



LEVEL 2 CONCESSION TRADING

CONCESSION TRADING

Concession Trading is the most common form of commercial negotiation. Multiple transactions with the same party(ies) occurring over time. Price is still a primary focal point, however, relationships start to play a part in the discussion. Trade offs based upon economies of scale are common (buy more, get a discount). In essence concession trading is a mix of hard bargaining and win win.

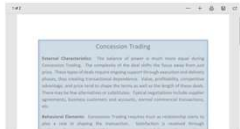
Typical deals include:

Vendors, accounts, customers, customer service, hiring an accountant (personal), etc.

CHAPTER 5 – DYNAMICS



INTRO TO CONCESSION TRADING Video 1:58



HANDOUT CONCESSION TRADING PDF



BOTH WANT SAME THING Video 3:05



STUCK IN THE MIDDLE Video 1:12



TEST YOUR KNOWLEDGE Quiz

CHAPTER 6 – NEGOTIATING TACTICS



NEGOTIATING TACTICS

Video 5:31



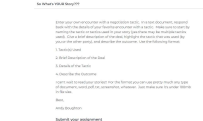
EXPLODING OFFER EXAMPLE

Video 2:34



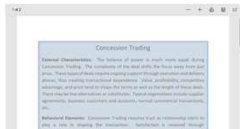
COUNTER TACTICS

Video 4:10



SO WHAT'S YOUR STORY

Assignment



HANDOUT 25 COMMON TACTICS PDF



EXAMPLE "SUGE KNIGHT"

Video 4:10



BAIT AND SWITCH EXAMPLE

Video 1:18

CHAPTER 7 – UNDERSTANDING POWER



UNDERSTANDING POWER
Video 3:41



LAW OF RECIPROCITY
Video 1:27



EXAMPLE RICHARD BRANSON Video 3:12



LAW OF AUTHORITY
Video 2:08



EXTERNAL POWER DRIVERS
Video 4:30



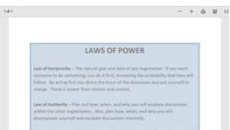
LAW OF LEGITIMACY
Video 1:38



LAWS OF POWER
Video 0:51



LAW OF DIFFERENCE
Video 1:22



HANDOUT LAWS OF POWER
PDF



LAW OF SCARCITY
Video 1:12

CHAPTER 7 – UNDERSTANDING POWER (cont.)



SCARCITY EXAMPLE

Video 1:59

As a negotiator, what is your number one job as a negotiator when dealing with the other party?

Provide information

Create leverage

Make an initial offer as low as possible

Make other offers

TEST YOUR KNOWLEDGE

Quiz

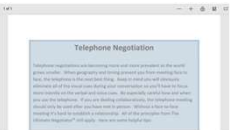
CHAPTER 8 – INCREASING COMPLEXITY



INFORMATION STRATEGY
Video 2:46



HANDOUT TEAM ROLES
PDF



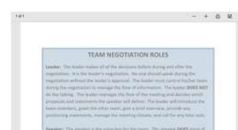
HANDOUT INFO STRATEGY
PDF



FORM OF COMMUNICATION
Video 2:57



QUESTIONING FUNNEL
Video 2:32



HANDOUT TELEPHONE NEGOTIATION
PDF



HANDOUT QUESTIONING FUNNEL PDF



EMAIL NEGOTIATION
Video 2:42



TEAM ROLES
Video 5:10



HANDOUT EMAIL NEGOTIATION
PDF

CHAPTER 8 – INCREASING COMPLEXITY (cont.)



TEST YOUR KNOWLEDGE
Quiz



NEXT STEPS
Video 0:51

CASE STUDY CONCESSION TRADING





Win Win

LEVEL 3
WIN WIN

WIN WIN

Win Win is the holy grail of deal making. Two or more parties working together to grow value by leveraging each other's strengths. The focal point shifts to profit rather than price. Information sharing increases during collaborative discussions. Deals become more complex and creativity drives leverage.

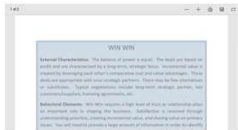
Typical deals include:

Trusted partners, key accounts, important vendors, licensing deals, investment capital, family members (personal).

CHAPTER 9 – WIN WIN



INTRO TO WIN WIN
Video 1:41



HANDOUT WIN WIN
PDF



PRICE IS DISTRIBUTIVE
Video 2:36



ELIMINATING "NO"
Video 2:12



CONDITIONAL TRADE
Video 3:55



ADVANCING ARMIES
Video 3:34



DIFFERING PRIORITIES
Video 2:07



SMALL BITE SIZE PIECES
Video 1:44



TEST YOUR KNOWLEDGE
Quiz

CHAPTER 10 – INFORMATION MEETING



PLANNING TOOLS

Video 1:15

SELLER		BUYER	
Price	H	} Priority	
Volume	VH		
Delivery	M	} Medium priority	
Lead Time	M		
Technical Specs	L	} Flexible	
Financial Terms	L		

PRIORITIZING ISSUES

Video 2:10



STEP 1 - BRAINSTORMING

Video 2:58

Issue Prioritization (Step 2)	
Ours	Theirs

HANDOUT PRIORITIZING ISSUES

PDF



HANDOUT

BRAINSTORMING PDF



STEP 4 – INFORMATION MEETING

Video 2:02



STEP 2 – CREATING AN

AGENDA Video 3:09

As a negotiator, what is your number one job as a negotiator when dealing with the other party?

How would you rate your ability to:

- 1. Listen and understand
- 2. Communicate clearly
- 3. Build rapport and trust
- 4. Handle difficult negotiations
- 5. Stay focused on the goal

TEST YOUR KNOWLEDGE

Quiz

CHAPTER 11 – THE NEGOTIATION



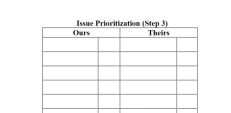
GIVES AND TAKES
Video 1:34



DON'T EMPTY YOUR GUN
Video 2:26



STEP 5 – CREATING A TRADE MAP
Video 2:27



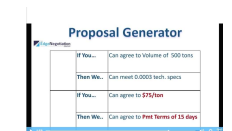
HANDOUT PROPOSAL GENERATOR
PDF



HANDOUT TRADE MAP PDF



PRICE IS A TAKE
Video 2:54



STEP 6 – CREATING PROPOSALS
Video 2:25



PITFALLS OF PLANNING
Video 1:50

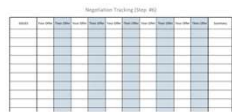
CHAPTER 11 – THE NEGOTIATION (cont.)



**HANDOUT PLANNING
TOOLS PDF**

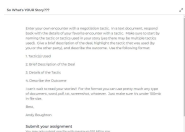


**NEGOTIATION MEETING
Video 2:26**



Issue	Who	When	Where	How	What	Why	How often	Status

**HANDOUT TRACKING TOOL
PDF**



**PRACTICE MAKES PERFECT
Assignment**

CHAPTER 12 – EXAMPLES



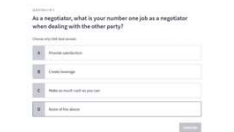
**EXAMPLE INFORMATION
MEETING** Video 8:36



**EXAMPLES CONDITIONAL
TRADING** Video 1:41



**EXPERT INTERVIEW JOHN
DONOVAN** Video 4:14



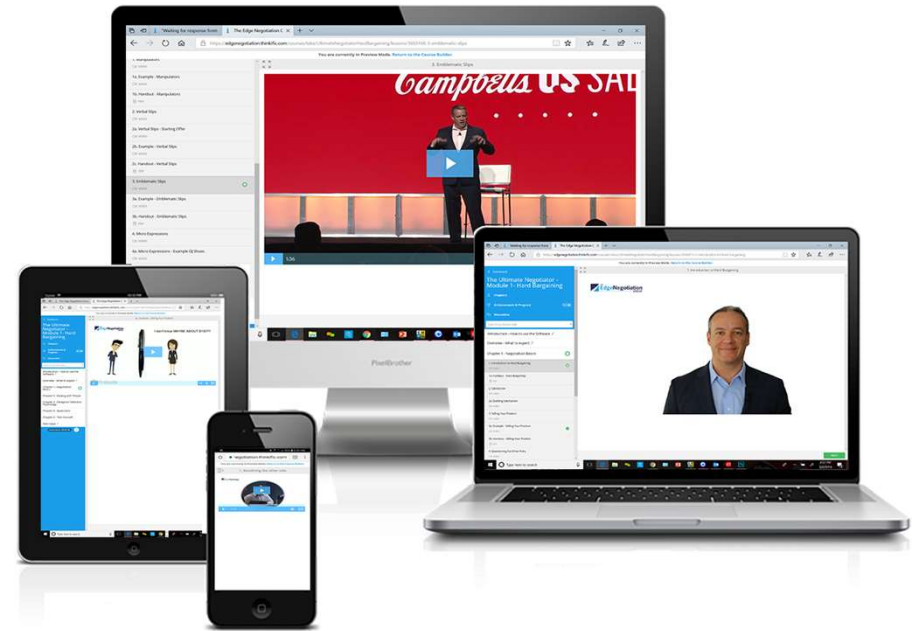
**TEST YOURSELF
SURVEY**



NEXT STEPS
Video 0:51



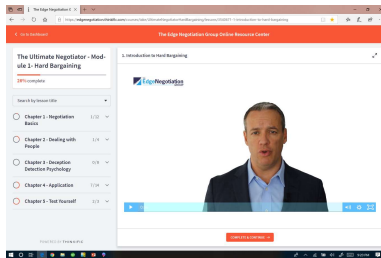
CASE STUDY WIN WIN



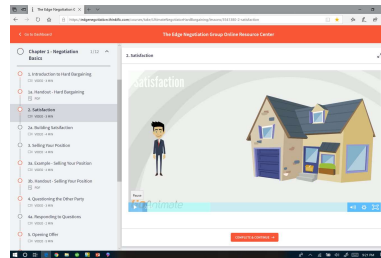
Content Examples

ONLINE VERSION

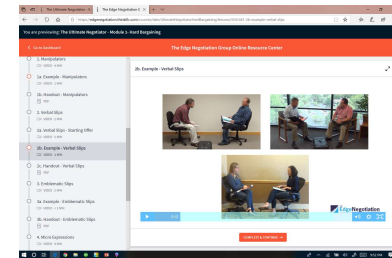
Talking Head



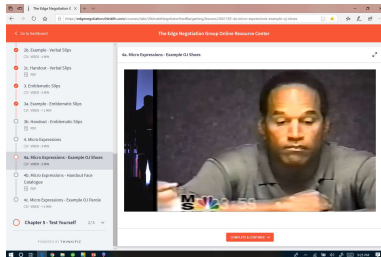
Animated Clips



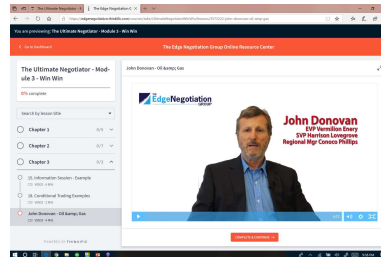
Video Examples



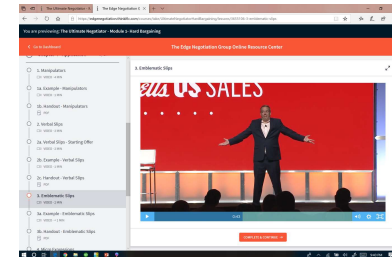
Real Life Examples



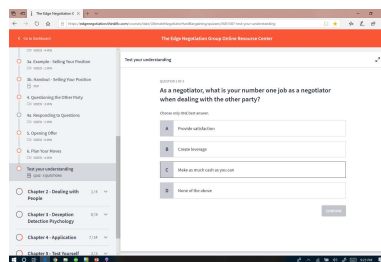
Industry leaders



Live Events



Tests & Quizzes



PDF Handouts

