

# The Art of Negotiation: Getting what you need!

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## Why negotiation? Why women?



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# Goals

- Learn the importance of negotiation
- Understand best practices
- Have a framework for preparation
- Evaluate the outcome



**“everything is negotiable...”**





“...but not everything is *worth* negotiating.”



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**Negotiation: a process of looking for a solution between two (or more) parties with opposing views.**



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## Should I negotiate?

- Strong passion for movement on the issue
- Room for improvement
- It will increase confidence
- Evidence indicates current situation is out-of-balance
- Lots to gain; Little to lose

- It's not worth the effort/energy
- There is little room for change
- It would increase my vulnerability
- It would jeopardize a valued relationship
- Lots to lose; Little to gain





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# Preparation is *everything*

## About You

- What's my ideal endpoint?
- Where am I willing to settle?
- Am I prepared to walk away?

## About the Other Party

- What are the opposing values?
- Where is there agreement?
- Where do you think they want to end up?
- Where do you think they'd be willing to settle?



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**What are the social/cultural norms that I need to be aware of?**



## Assets women bring to negotiation

- Compassion & empathy
- Values-centered
- Listening skills
- Win/Win orientation



## Where do women need practice?

- Confidence!
- Being willing to walk away
- Authoritative communication
- Not escalating into anger
- Not waffling



## Success tips

- When you get to “yes” - stop talking
- Be respectful
- Focus on the common ground
- Know what you want (and what you don’t want) before you go in



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## Common traps to avoid

- Never negotiate against yourself
- Don't fall for the 'hurry up and sign' tactic
- Don't negotiate with someone that doesn't have decision-making authority
- Trust your gut!
- Avoid buyers' remorse
- "but it's great \_\_\_\_\_ for you/your business"



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**The worksheet is designed to help you prepare...**



# Let's have some fun

## Preparing for a Negotiation:

- Working as a team, fill out as much as you can on pages 1-3 of the Negotiation Worksheet
- **Focus on identifying the following items:**
  - Your “blue sky” (ideal) outcome & your BATNA (Best Alternative to a Negotiated Agreement);
  - What you imagine the other party’s blue sky and BATNA might be;
  - What you want to learn about the other party (and how you’d find out);
  - How you can enhance the other party’s interests? What can you offer that will make the other side feel like a winner?
- Discuss what might be key to a successful negotiation in this circumstance.
- Then reflect on what aspects of this exercise felt easy/comfortable and which aspects were challenging/caused discomfort.

10-12  
minutes

3-5  
minutes





# Let's Have some fun – Practice & Observation

## 1. ROLE PLAY

- Your group will be paired with a group that represents “the other party.”
- Choose one person from your group to be the negotiator. Everyone else will be an observer.
- Using the work you did in the previous exercise 1-3 of the Negotiation Worksheet take 10*active* minutes to role play a negotiation.

10-12  
minutes

## 2. REFLECT –

- **Observers:** What happened? Try to describe what you heard and saw without making judgments.
- **Negotiators:** What aspects of this exercise felt easy/comfortable and which aspects were challenging/caused discomfort.
- **Everyone:** If you could “rewind,” and try again, what might the negotiators do again? What might they do differently?

8-10  
minutes

