

# Five Tips from **The Secrets of Empowering Negotiation**



My name is Dr. Richard Kaye, architect of *The Secrets of Empowering Negotiation*.

For over two decades I've been working with entrepreneurs to accelerate the growth of their businesses . . . one way is help them understanding negotiation strategies so everybody wins.

The negotiation model of "I win and you lose," never really worked, and is even less pertinent in today's culture.

When you play in the model of collaboration and cooperation, not only do you win, but everybody wins.

If someone walks away from negotiation with you and says, "Wow he's a great negotiator," they may never want to do business with you again. You may have won the deal . . . but at what cost? But that person may never want to do business with you again. What if that person were to walk away and acknowledge you for being fair, honest, and rich with integrity? That, I suspect, is something you would want them to let other people know about you.

When you play in the realm of everybody wins, not only in negotiation, but in everything you do, you raise the vibration, and thrive.

The strategies you will read in this document, are practical, powerful, and profitable.

# Everything you do in life is a negotiation!



## *The* SECRETS *of* **EMPOWERING NEGOTIATION**

**The first negotiation you have is with yourself**, every morning. When your eyes open because you're done sleeping or because the alarm said it's time to get up. That negotiation? "Do I stay here in bed for a while, or do I get out of bed and start my day?"

Are these negotiation principles for your personal or your business life?

Someone once asked me if this negotiation material is appropriate for solopreneurs, her comment was because they don't negotiate much. My response was, as I began this page, everything you do in life is in a negotiation.

As an entrepreneur, I assert everything you do is a negotiation. You're negotiating with vendors, you're negotiating with clients, you are negotiating with every person with whom you interact—with everyone in your life.

You negotiated with yourself if you were going to download this document (The evidence is you won the negotiation because you downloaded it! Smile.)

You negotiated with yourself if you're actually going to read it! Again—evidence is you won the negotiation because you're reading this! Go ahead, smile again.

If you're in a relationship, and you are always in a relationship, either with a significant other or another human being, you may negotiate where you are going to dinner, what color to paint the living room, and on and on and on.

Enjoy what you read here . . . incorporate some of these strategies into your life, and remember all negotiation is just a game.

## The strategies you will learn here . . .

### **Fait accompli**

What is an internal strategy you can use when going into negotiation?

### **Funny money**

How do you take a fairly large investment, and make it seem palatable to the buyer?

### **Preparers**

How do I get someone ready for the next question, or the next offer?

### **I've got to think about it.**

What's a fairly simple way of avoiding having to make a decision when buying or selling something?

### **Hot potato**

How do you know if someone's challenge, or problem, they present to you, is genuine?

These are but five segments from the 44 in *The Secrets of Empowering Negotiation*.

Should you make the decision to invest in yourself and your future, you'll receive access to the downloads as well as an activity guide to accompany the audio.

Applying even these five segments into your life, into your vocabulary, into your strategy, has a huge potential to increase your bottom line, so you can take better financial care of yourself and your family

I am best known for working with people who are seeking outstanding publicity. Publicity is one of the best ways to grow your business. Having a best selling book, but not only a best selling book, but a Number One bestselling book adds to your credibility. And . . . an article by or about you in the Los Angeles Tribune, USA TODAY. Speaking on stages. Explore more.

Set a time for us to talk at <http://talkaboutpublicity.com>

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## Fait accompli

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Q. What is an internal strategy you can use when going into negotiation?

A. See the deal as already done.

Fait accompli is French for “finished task, or, “it’s already done.” When you prepare for a negotiation, actually any kind of meeting, I invite you to “see” your expected outcome. What specifically do you wish to come away with? In a negotiation especially, this is not an expectation of entitlement, just an anticipation of your desired outcome.

For example, if you’re heading into an angel investor meeting, where you are looking to raise capital for your venture, see people nodding in agreement, writing checks to you. If you’re going into a deal making meeting, see the deal as already done.

The mere fact that you are using this system to grow, suggests you are committed to yourself, and to self-improvement. So this segment should feel really good to you.

Imagine going into a meeting where your thoughts are predominantly negative, wondering how it can go wrong, and overall, anything but positive.

If you remember Mohammed Ali, known as Cassius Clay before he changed his name, he told everyone how great he was. “I am the greatest.” Was he? Perhaps. What really mattered was the energy around what he said. It has been reported that when fighters got in the ring with him, they were intimidated by his mere presence. He saw the outcome before he walked in the ring; that is, he saw himself winning the fight. Did he win every match? Certainly not. However, his attitude was known to intimidate a fair number of opponents.

What is interesting about his marketing campaign of declaring himself the best, is that it was very successful. Those who loved him came to see him win. Those who hated him came to see him lose. This campaign filled the seats in the arenas. That’s brilliant marketing.

High profile, high power, law firms use this strategy all the time. Their attorneys see the outcome of the deal, or trial, as a done deal. Lesser attorneys going up against them, knowing their reputation, often feel intimidated. Do they always win? Of course not. But again, they approach the bar having seen the outcome. Needless to say, opposing counsel also sees the outcome, perhaps just not as confidently as the power team.

Your physiology can be a dead giveaway as to your confidence level when you approach the negotiation. If you walk into that room with your shoulders slumped, your breathing shallow, perspiring profusely, the other person or team looks at you and immediately feels success.

On the other hand, you walk in with your head held high, your breathing slow and steady, with an air of confidence, forget what the other team feels. That’s their problem; you see the outcome.

If you are a speaker, and you take the stage feeling uncertain, insecure, and not knowing your material, your audience will sense it in a heartbeat. They'll be disinclined to give you credibility, no matter what your credentials. Perhaps you have been in the audience when someone like that takes the stage. It is not very comforting. "I paid for this?" On the other hand, when you take that stage seeing your desired outcome, coming out with confidence, poise, grace, and knowing your material, you have a much better probability of owning the audience.

To make a distinction: when you're taking the stage as a speaker, or enter any negotiation, come not from a place of arrogance, but from a place of confidence, and you enhance the probability of coming away successful.





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## Funny money

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Q. How do you take a fairly large investment, and make it seem palatable to the buyer?

A. You play with Monopoly money.

Monopoly money, of course, has no value. It's play money. And that's what you do; you take a large investment and chunk it into smaller pieces that are really meaningless. Let's go back to ubiquitous car commercials on television. They may tell you how much you have to put down and how much monthly payment is. "\$2,500 down and \$239 a month." They may also tell you how much you'll save. However, you have no idea what the cost of the car is, the interest is, or anything else. Should you make it to the showroom, you'll find out.

It is not unusual for salespeople to totally ignore the full price, and give you the weekly, or even daily cost.

I'm a fan of Coast-To-Coast AM, with George Noory (you may even remember it as the Art Bell Radio Show). They are constantly talking about the Coast Insider, which gives you access to downloads, and a wealth of other material. They tell you it's only about 15¢ a day. It's only about \$55 a year, yet they chunk it down to about 15¢ a day. If the most widely syndicated radio show on the planet can chunk it down, maybe you can too.

Randi Rhodes, who hosts The Randi Rhodes Show, on Premiere Radio Networks, talks about her podcasts and downloads, for only \$6.95 a month. Here too, annual cost is about \$83 a year, yet they chuck it down to a more palatable \$6.95 a month.

As I write this, there is a new service being offered by Amazon, called Amazon S3, where you can store all your material, including video, in the Cloud. (I'm not pitching this service, just offering another example of chunking things down.) Their pricing page reveals the first TB (terabyte) only costs \$.095 per GB (gigabyte) per month. Hello. If you're buying space by the TB, why not let you know how much that really costs? Because the monthly fee for that 1 TB (there are 1024 GB in a TB) is actually \$97.28 per month! Getting the idea? Of course you are.

I use these examples simply to give you some samples of real world applications. If two of the most widely syndicated radio programs use this strategy, and Amazon uses this strategy, I invite you to explore how you may incorporate it into your presentation.

A speaker I know who speaks on the college circuit told the college coordinator her fee for a specific event was \$3,000. The coordinator balked at the amount. The speaker already knew there were to be about 3,000 students at the event. When she chunked it down, she got the gig.

You see, she said to the coordinator, "That's only a dollar per student."

Funny money. Fold it into your life.

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## Preparers

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Q. How do I get someone ready for the next question, or the next offer?

A. You set them up for what comes next. The truth.

If you look up “preparer” on the Internet, the most common returns are lists of people who prepare tax returns, or other kinds of documents. Just to get that out of the way, that has nothing to do with what we’re doing here.

I preparer is indeed a set up, it sets the person up for what is to come next.

The prime example I use on the CDs is asking someone a simple question to prepare them for what they think is a very deep and personal question, yet it’s nothing like that; it’s actually very superficial. Let’s say the potential buyer declines a health care recommendation (hey, remember I practiced chiropractic for 30 years!); an investment in a program, workshop, or seminar; a suit; to buy the home you just spent two hours showing them; the vacation you know they dream about.

The setup: in a very loving way, as you say, “May I ask you a very personal question?” And here is the ubiquitous silence; you pause for a few moments, while their mind tries to grapple with, “Oh my goodness, what, what are they going to ask me?”

The question you ask after that is totally innocuous. It’s not unusual, with any of these examples, the reason the client declines the suggestion, offer, or widgets (that is that strange word again) is based around money. Usually, a lack thereof. What it really amounts to is the value of your offer hasn’t been sufficient enough to outweigh the perceived cost. (You can always go back to review the cost versus value discussion earlier on in this study guide.)

I’ll take these one by one, so you can see some ways of helping the prospect make new decisions. Note, I did not say you’re going to change their mind; rather you are going to help them make a new decision by offering new information. There is only one question we are dealing with here, and that is, “May I ask you a personal question? Is it about the money?” Understand, the declination may have actually nothing do with the money. Let’s say you show them what you think is their ideal home, your presentation was wonderful, exquisite, so exquisite in fact you want to buy it. The only challenge is they want a home with a two-car garage, and you just invested all your time showing them a home with a one-car garage. Oops.

So, for the example here (you understand there is no way to cover every contingency), we’re going to assume the declination is based around money, after they declined to make the investment, or accept the offer.

— The healthcare question: “May I ask you a personal question? You know, this is really embarrassing for me to ask [pause], but how much is a better quality of life really worth to you?”

- The home (that seems to be their dream home): “May I ask you a personal question? Is it really about the money? [No pause at this place] What is your ideal home really worth to you? I know you said this is beyond your budget, however, if you amortize the payments out over the life of the mortgage, it’s really quite doable.” [Here’s where you pause.]
- The workshop, seminar, the program: “May I ask you a personal question? You know, this is really embarrassing for me to ask [pause], but how much is it really worth for you to take your skills, business, and abilities to the next level?”

Okay. You get the idea. This question is, “May I ask you a personal question?” Where you go after that, is up to you. You’ve got some examples here, massage them, make them personal, and put them into play.





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## I've got to think about it

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Q. What's a fairly simple way of avoiding having to make a decision when buying or selling something?

A. Simply say, "I'll have to think about it."

I assure you, you have probably used these words in the past, and I can almost guarantee these words have been said to you if you've ever sold something. It doesn't make a difference whether you're selling or buying, whether it's personal or business. If you're a salesperson, the odds raise exponentially that you heard these words many times, perhaps many times in a single day.

"I'll have to think about it," can mean many things. Usually it means, "Where is the nearest exit?" I already made my decision, my decision is no, but I don't have the courage or the intestinal fortitude to tell you that. So I'll just pretend I'm not making a decision.

Every moment of every day we are obligated to make decisions, and making no decision in itself, is a decision.

You may be familiar with Alice, of Alice's Adventures in Wonderland fame, who asked the Cheshire cat, "Would you tell me, please, which way I ought to go from here?"

The Cat responded, "That depends a good deal on where you want to get to," to which Alice said, "I don't much care where."

The Cat responded, "Then it doesn't much matter which way you go." Alice then said, "So long as I get somewhere."

The Cat, "Oh, you're sure to do that, if only you walk long enough."

The lesson? Make a decision, or wind up somewhere, someplace, and some time, and it won't matter where, or when.

Okay, enough of Alice's Adventures in Wonderland, back to work.

"I've got to think about it" can also mean someone really has to think about it!

Some of the information about this is on the CDs, and also written about here, so you can really know how to deal with someone who says, "I've got to think about it."

You tell them, as you read above: "I've got to think about it can mean several things. One of them is you really want to say, 'no.' While it may not be my favorite answer, if your answer is 'no,' please let me know."

Make it okay for them to say, "No." Let them know you'd rather have an answer than a non-answer. You'd much rather have an answer than be left hanging.

Second, you may say to them, "I understand, you really do need to think about it. That's a good thing. Shall I call you tomorrow, or the day after?" Remember we talked about offering options. Should they tell you they'll get back to you, you need to know to never leave it up to them. You may respond with something such as, "That's great. And if I don't hear from you within two or three days. I'll call you back." Put a deadline on when they'll be calling you back, or when you get back to them.

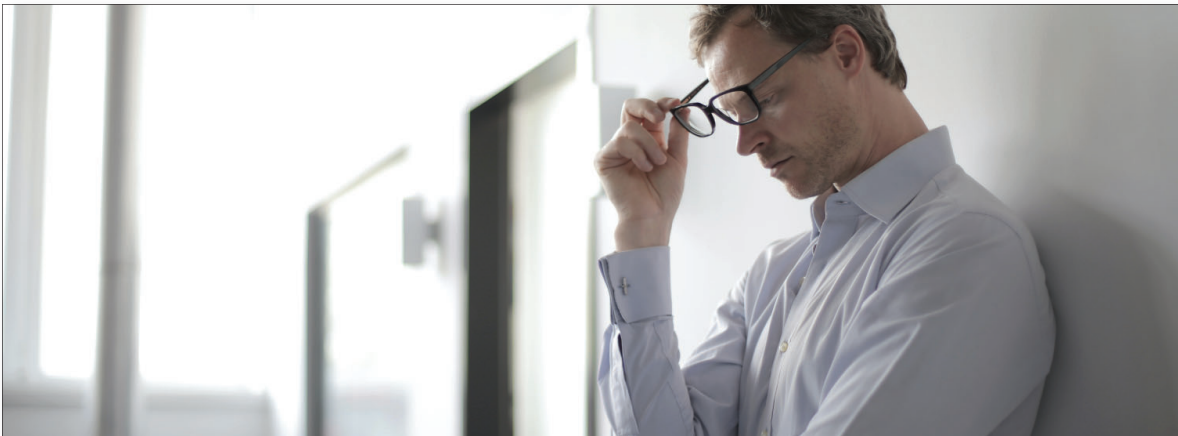
A third thing to say is, "I wonder if I just haven't given you all the information, so let me tell you what this is about..."

At this point, you go through the data, just the salient points, without the story around it. As Jack Webb (you remember him from Dragnet, we'll talk more about him later on) used to say, "Just the facts ma'am just the facts."

The possible outcomes include the person making a decision, yes or no; or restating that they need to think about it.

Great. At least you have some closure, instead of hanging out there.

You now know how to respond when someone says to you, "I'll have to think about it."



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## Hot potato

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Q. How do you know if someone's challenge, or problem, they present to you, is genuine?

A. You ask them.

You know, some of this stuff is so simple. The challenge is no one ever taught us how to do it.

We often shy away from what may appear to be confrontation, when all that is missing are the tools to resolve the situation.

"Hot potato" refers to someone offering up their problems as if they're yours. Once you learn this strategy, underneath your breath you might be saying "nice try."

Why is this called a hot potato? Imagine taking a hot potato off the grill; it's too hot to handle, so you may toss it back and forth between your hands, perhaps tossing it to someone else. Looking at this through the negotiation model, it means someone tossing their hot potato to you.

How may this hot potato have shown up in your life?

You've written a proposal, or otherwise made an offer. The buyer says something like, "That's a lot more than we have budgeted for," or, "My boss would never authorize this," or, "My wife (or husband) would kill me if I spent this much money on this."

In essence, they're saying to you, you better come down in price so I can satisfy someone else. (You may recognize that this is pulling "higher authority," into the hot potato scenario.)

One highly inadvisable way to handle this is to ask, "What are you budgeted for?" or, "What would make them happy?" That comes from a place of scarcity, but if you have to have the deal no matter what, you're into a slick negotiation strategy.

A much better way to handle this with your vast reservoir of resources may be to say, "Well, how can we make this work for you? We can work out payments, if that makes it easier for you to justify the deal." You have not budged on the price, and tossed the hot potato back to them.

If you do decide to ask what their budget is, and that's the maximum they'll spend or invest, then offer a lesser quantity, lesser quality, or a shorter length of contract, to match their dollar value.

What you definitely do not want to do is take their problem on as your own. Just as a hot potato gets tossed back and forth between hands, toss the problem right back to them. Let them have ownership of it.

When you do toss a hot potato back to the other person, you can always ask something like, "What would have to happen for you to make this happen?" With so many strategies at your disposal, let's say they come back and say in essence, "The price is too much," you can respond with something such as, "As compared to what?"

Or, you can ask something like, "What is it you really need?"

"You really need the Platinum membership, and the price range you're talking about more appropriately fits the Gold membership. So you may want to invest in the Gold membership now, and when your budget allows, upgrade to Platinum."

You may also wish to withdraw the offer, telling them you understand this is out of their budget.

By now I trust you see that not a single section, or segment of this program is standalone. They all come into play; play with them. This is a mix-and-match program. Master it by going through this program two, three, four, perhaps five times, and you'll know which strategy is appropriate to use at any given time, and as in this example of hot potato, you'll know you have many tools at your disposal.

The key here of course is just don't take on someone else's problems. Most people struggle for their limitations, real or imagined. It's just wrong for you to take them on as your own.



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## But Wait . . . There's More!

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These are but five of the 44 segments available to you when make the decision to invest in yourself and purchase *The Secrets of Empowering Negotiation*.

You'll get links to MP3 every week for eight weeks. You can listen on-line or download each week's material.

You'll also get an indexed PDF activity guide; a companion to the audio segments.

Here's the list of the segments in this program . . .

Options	What did he say?
Nibbling	Good-guy; bad-guy
Hang-ups	Common courtesies
Flinching	What's on the table
Proximity	It just makes sense
Preparers	Agree, agree, agree
Trade-offs	Is this a good time?
Being nice	Where do you meet?
Hot potato	If it's not a good time
Sound bites	Guttenberg was right
Have a seat	Withdrawing the offer
Cash is king	\$25,000 versus 24,997
Funny Money	Who writes the contract
Trial balloons	I've got to think about it
Fait accompli	Dollars are in a discount
Who's on first	Matchmaker, matchmaker
Body language	Outgoing phone messages
Higher authority	The reason for the discount
Feel, felt, found	You'll have to do better than that
Paying attention	What's the best price you can get?
Hidden meanings	Another reason to use the word dollars
Cost versus value	Know when to hold `em, and know when to fold `em



## Your risk-free money back guarantee . . .



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