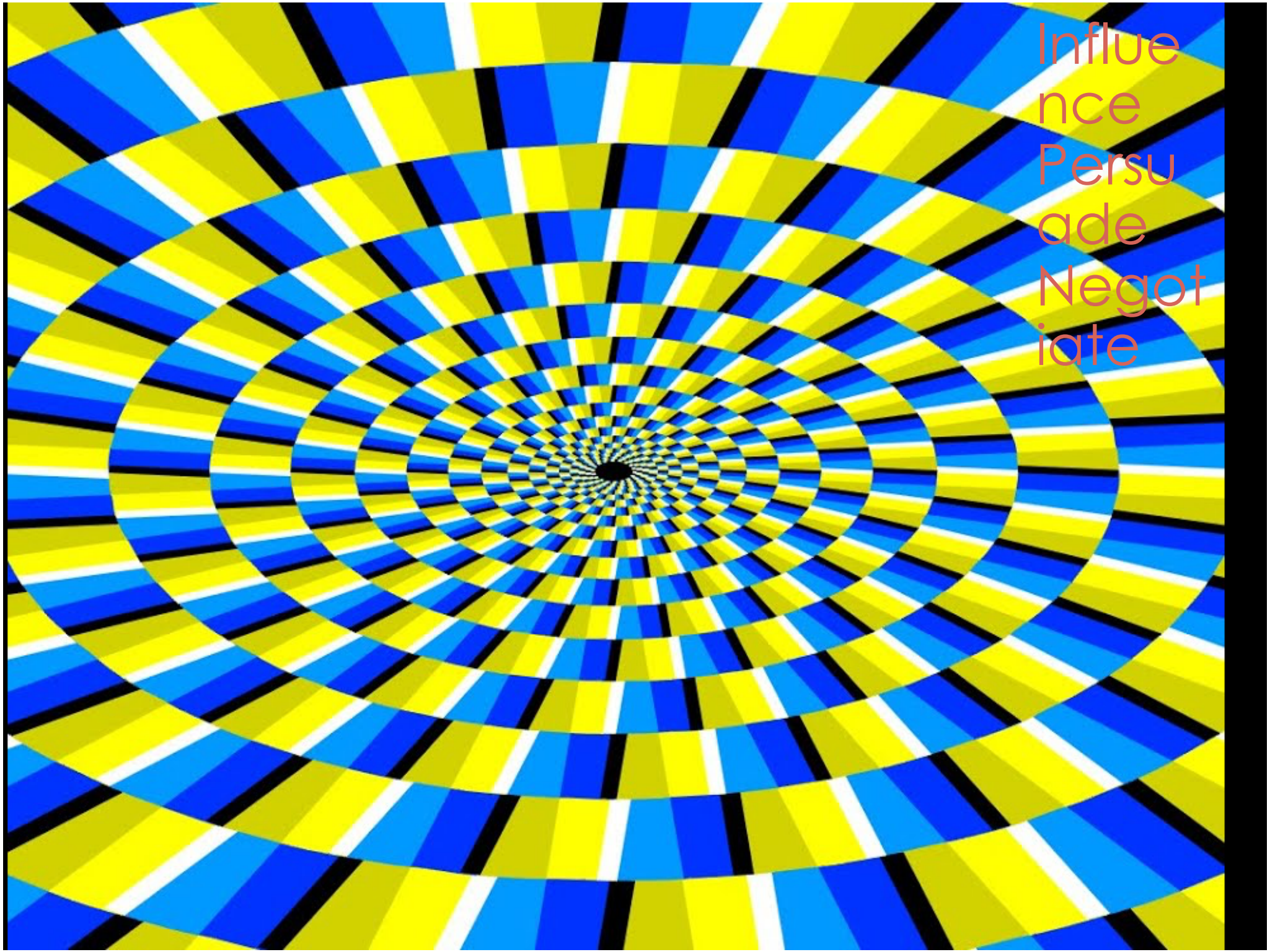

Influence
Persuade
Negotiate

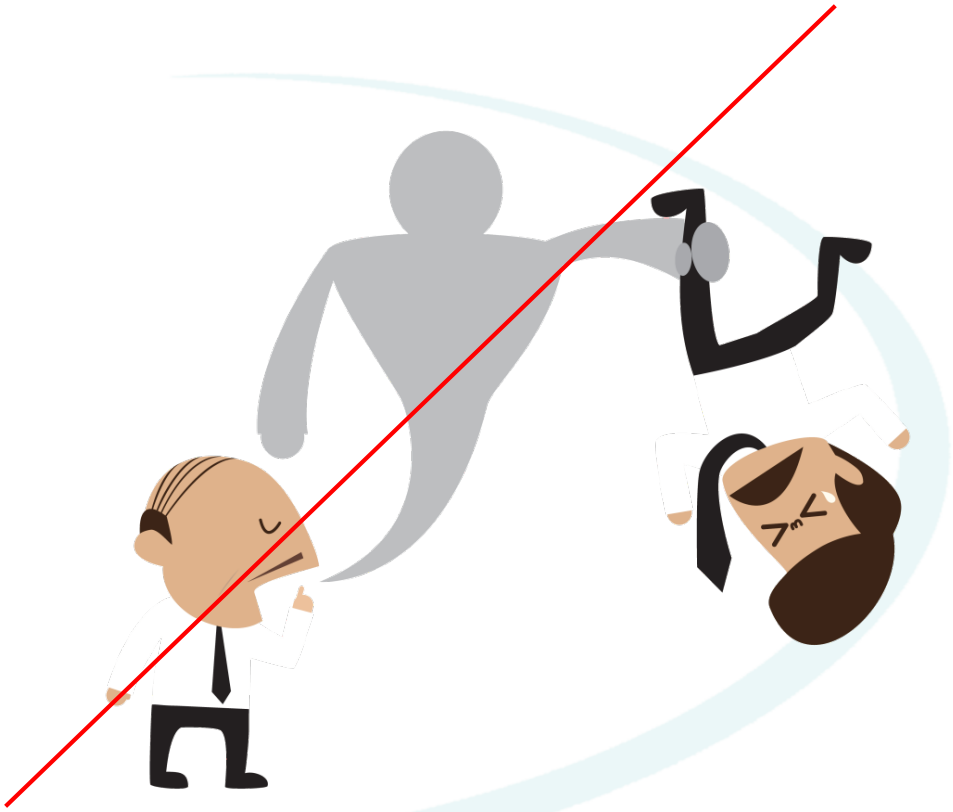
# Objectives

**Today you are going to learn how to…**

- Succeed when performing basic negotiations
- Identify the key skills of an influential communicator
- Recognise and influence different types of people
- Understand the power of powerless communication
- Learn the six principles of persuasion
- Recognise how we are influence by bias

# Negotiation

- When do you need to negotiate within your work environment?
- I have had difficultly in the past when trying to negotiate, the problems I had were…
- If I could improve my negotiation skills I would hope to be able to



# Manipulation v Persuasion

# The Skills of a Good Influencer

## Group Exercise

Map the skills of a person that can influence

Emotional intelligence
Effective speaking
Effective listening
A sense of humor
A positive attitude
Respect
Self-confidence

7

# Understanding Negotiation

# Two Types of Negotiation

| Integrative | | | |
|---|---|---|---|
| Multiple Issues | Information Sharing | Cooperation | Win Win |

| Distributive | | | |
|---|---|---|---|
| Fixed Pie | Confidentiality | Extract Information | Win Lose |

# Setting the Groundwork

WATNA

BATNA

WAP

ZOPA

# Setting the Groundwork

WATNA

BATNA

WAP

ZOPA

# Setting the Groundwork

WATNA

BATNA

WAP

ZOPA

# Closing Strategies

**Adjournment** Close - give them time to think.

**Alternative** Close - offering a limited set of choices.

**Assumptive** Close - acting as if they are ready to decide.

**Bracket** Close - make three offers - with the target in the middle.

**Distraction** Close - catch them in a weak moment.

**Exclusivity** Close - not everyone can buy this.

**Handshake** Close - offer handshake to trigger automatic reciprocation.

**Humour** Close - relax them with humour.

**Minor points** Close - close first on the small things.

**Now-or-never** Close - to hurry things up.

**Rational** Close - use logic and reason.

7

# Communicating with Impact

# The Three V's

# First Impressions

First impressions are based on a wide range of characteristics:

**Age**

**Race**

**Culture**

**Language**

**Gender**

**Physical appearance**

**Accent**

**Posture**

**Voice**

**Number of people present**

**Time allowed to process.**

# Rapport

- Rapport has been defined as a sense of **mutual understanding, respect, and friendliness**.
- It is the presence of a **co-operative relationship** based on trust and honesty.

# Building Rapport

- **Coordination**

*Emotional Mirroring*

*Posture Mirroring*

*Tone and Tempo Mirroring*

- **Mutual Attentiveness**

- **Commonality**

- **Face Management**

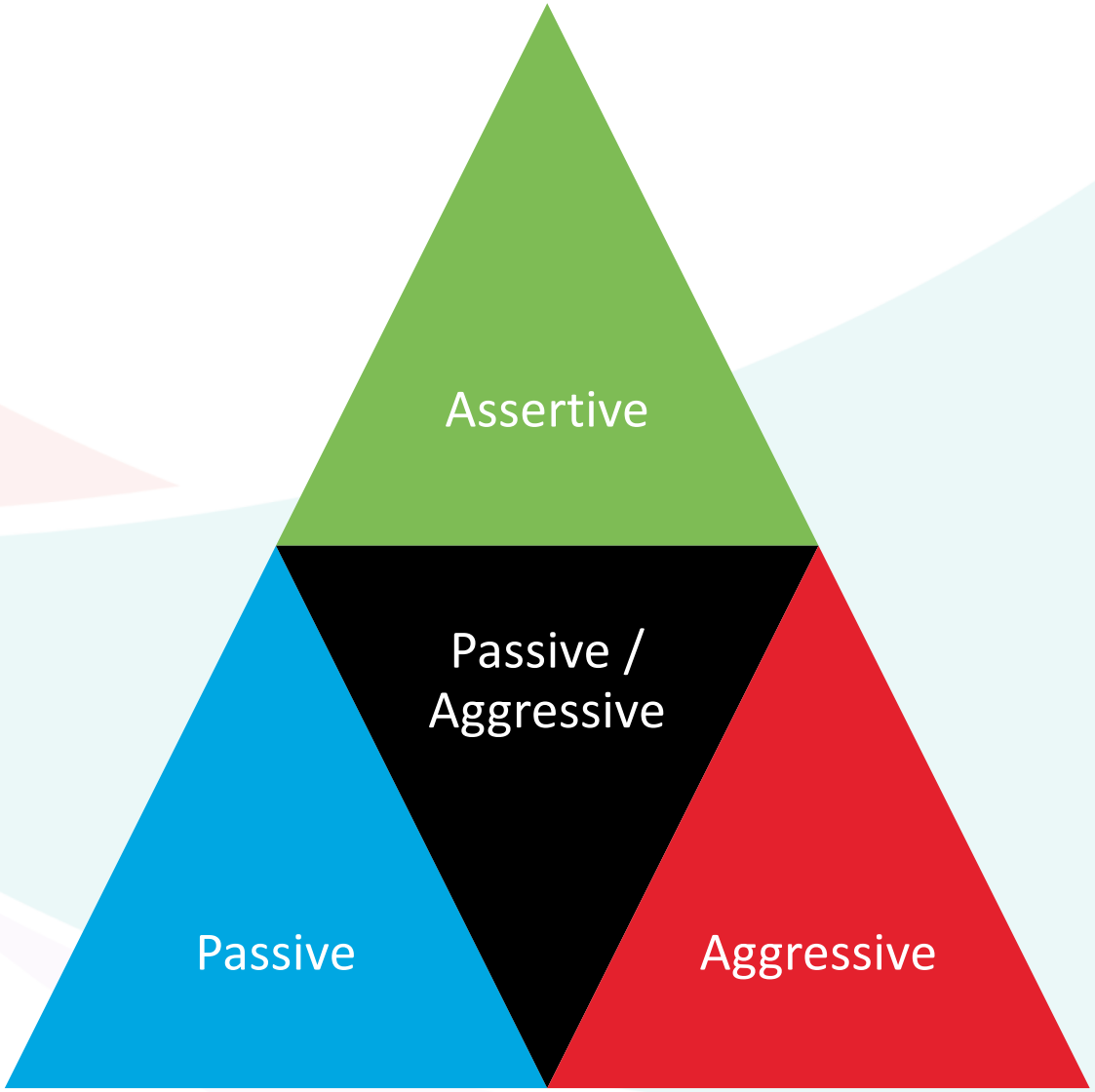
# Trust - Jim Davies Key Points

A: A Willingness to be **Vulnerable**

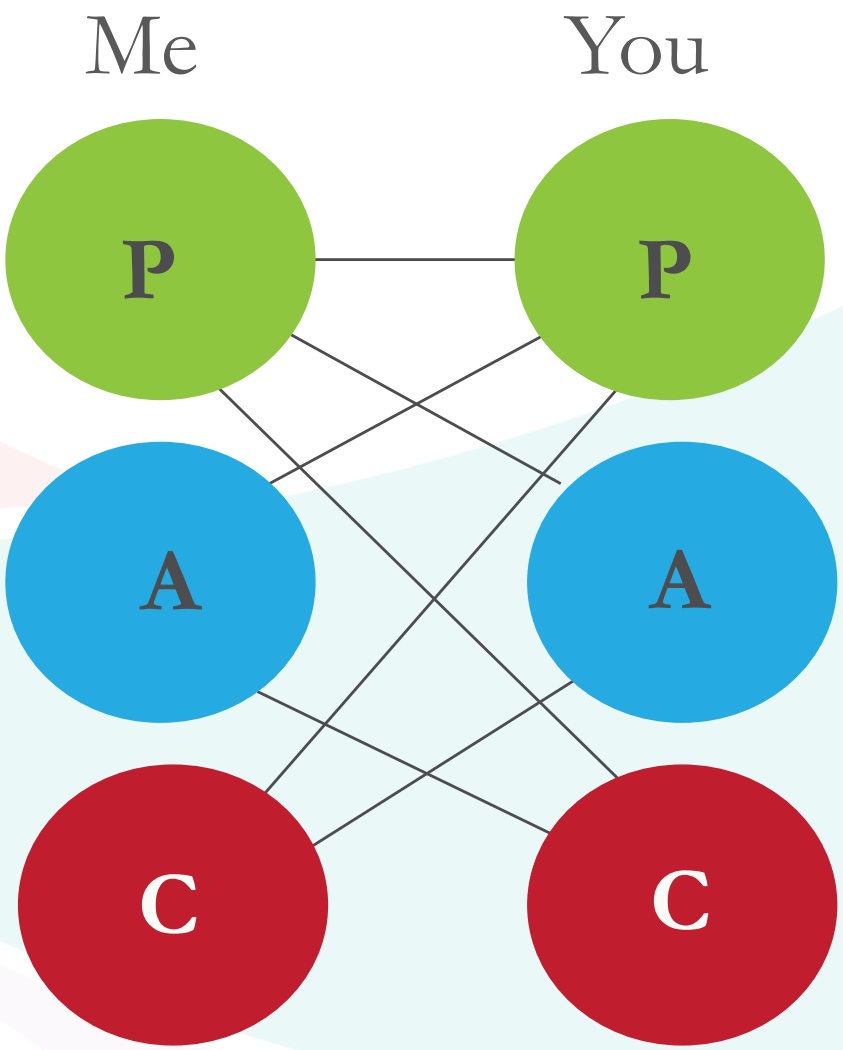
B: Three Drivers of Trust…

1. **Ability** – Situation Specific
2. **Benevolence** – Do they care? Fear = No Trust
3. **Integrity** – Based on a set of values others agree with. Keep your word

# The Assertiveness Triangle



# Transactional Analysis



# “I” messages

An **“I” message** is a statement specifically worded to express your feelings about a particular situation.

**“I” messages** begin with **“I”**

Share your feelings about particular Behaviours -- without accusing the other person.

There are four types of

**“I” messages**

# Overcoming challenges

“Those people never do anything right.”

“I’m really unhappy with my career at the moment”

“I have to be honest, I just don’t agree with you”

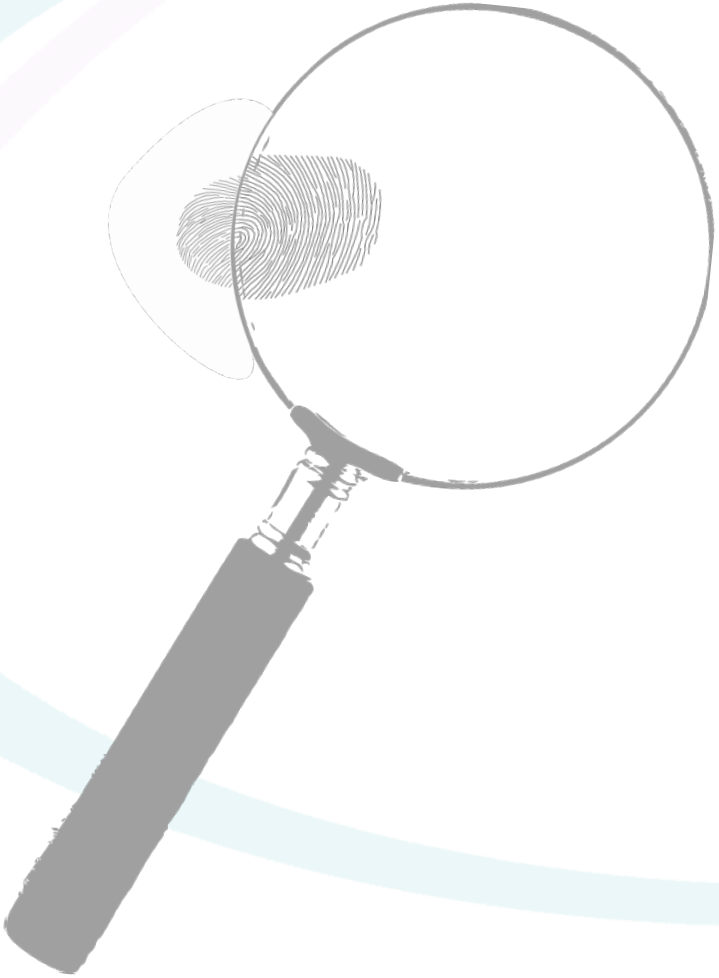
# Communicate Like a Coach

| | |
|---|---|
| **Goal** | **Reality** |
| **Options** | **Will** |

# Insights Discovery

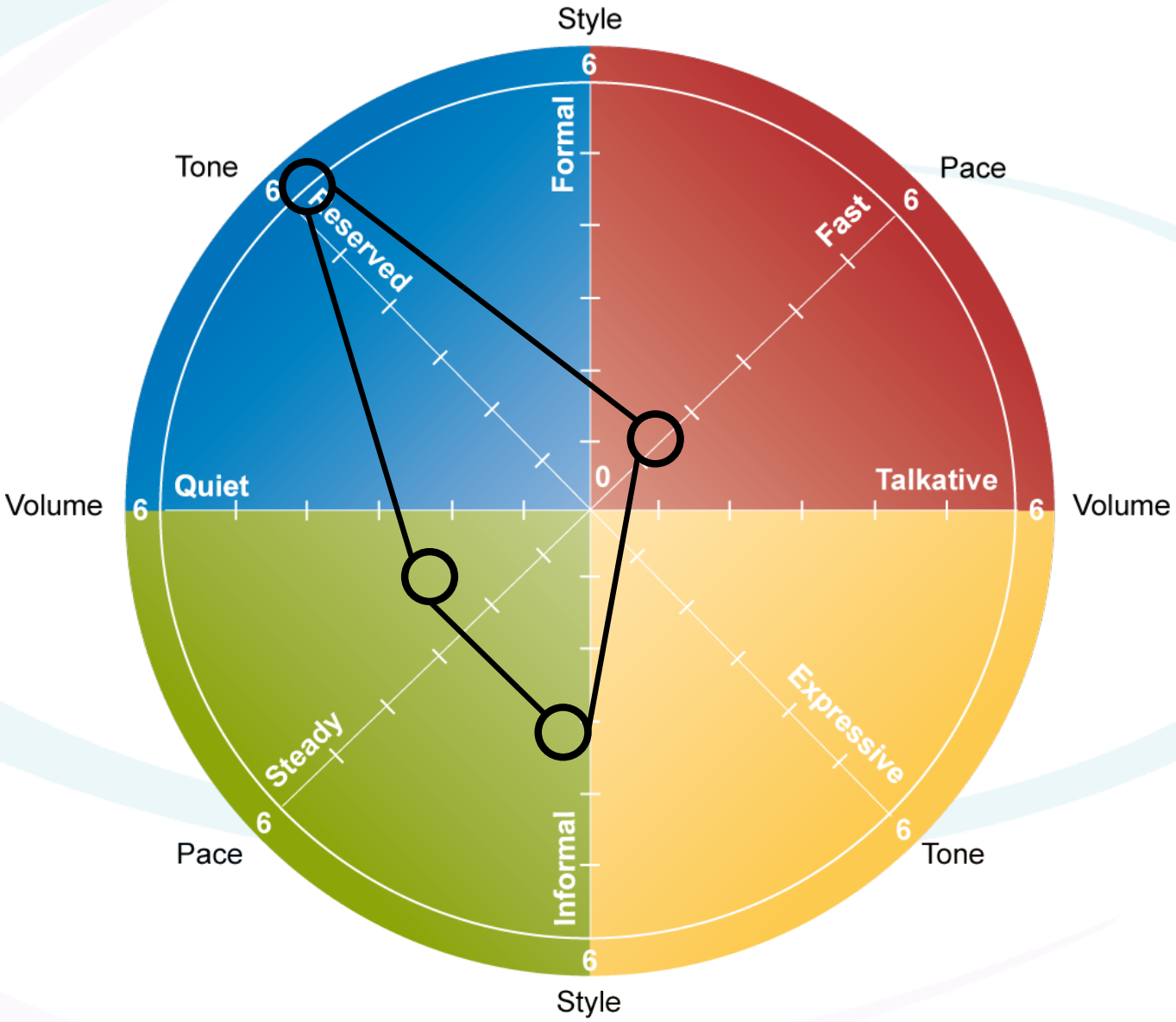
# Your Colour Energy Mix

# Recognising Types

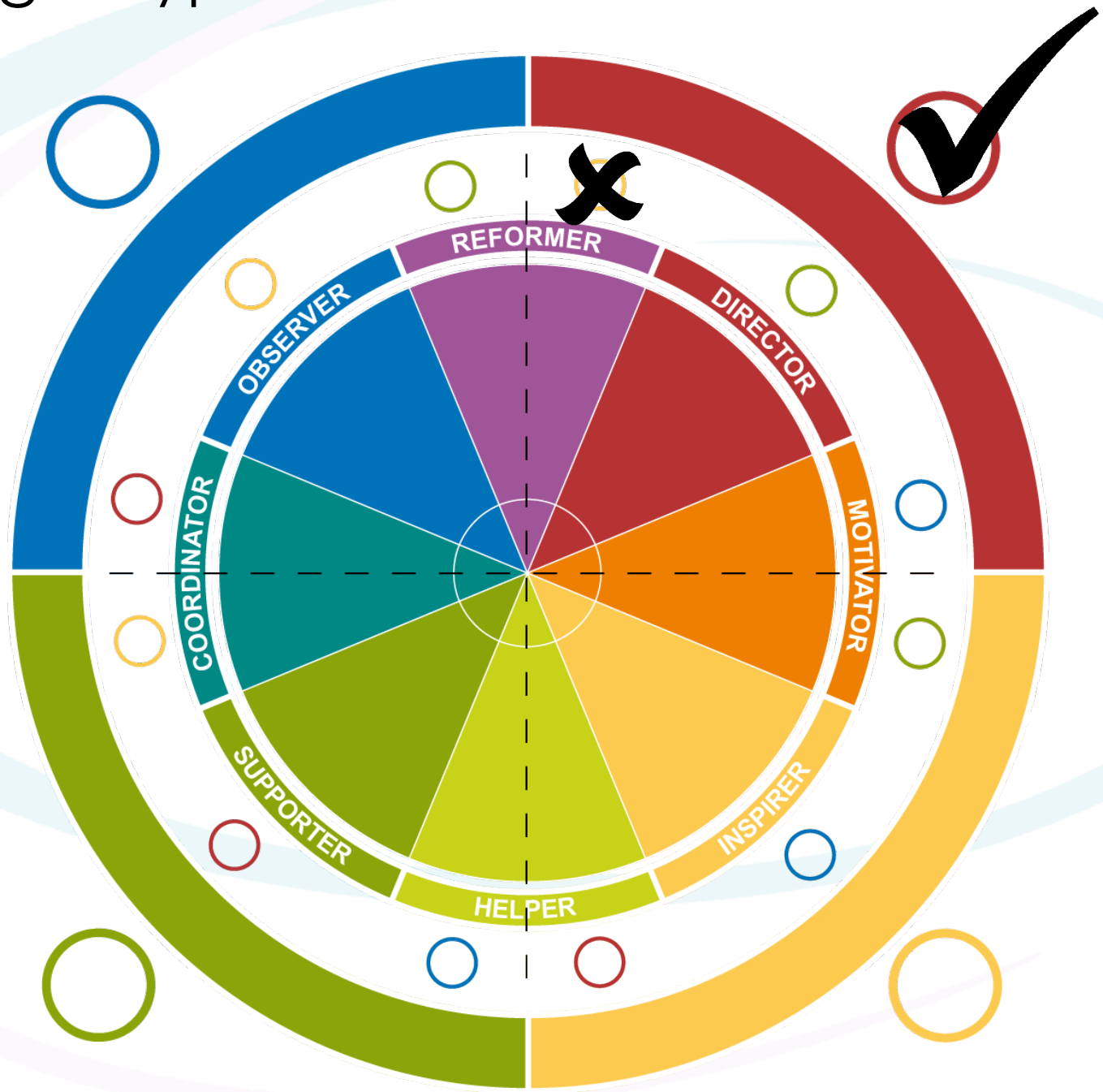


- Every time you meet someone
- You have the opportunity to practise your skill of recognising and adapting to their colour energies.

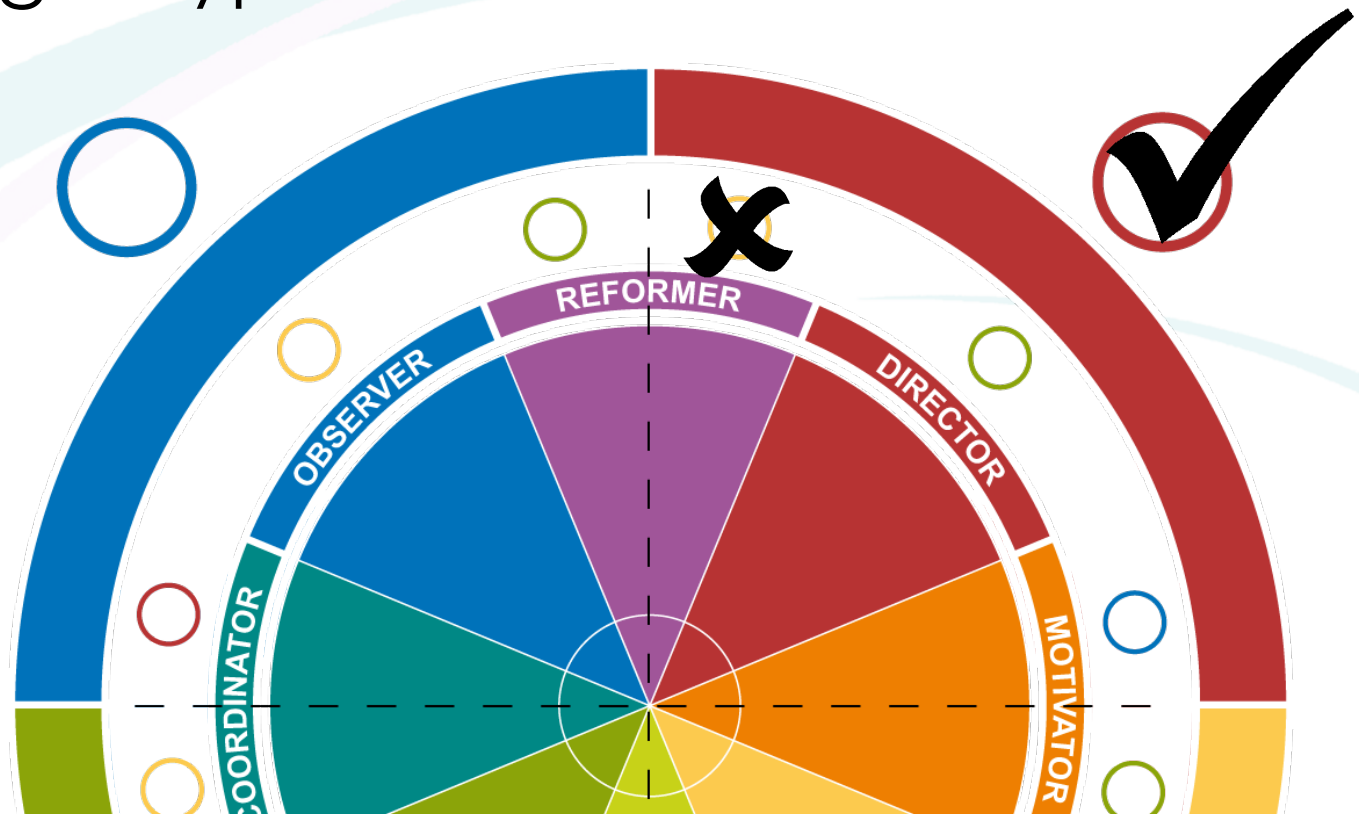
# Verbal Style



# The Eight Types



# The Eight Types




| On a good day | On a bad day | Likes | Goals | Fears |
|---|---|---|---|---|
| Self-disciplined | Blunt | Rigorous thinking | Excellence | Criticism |
| Dedicated | Insensitive | Problem solving | Perfection | Lack of respect |
| Pragmatic | Critical | | | |

# Recognising Types

Think of three people you know well.

What clues may indicate their use of the four colour energies?

What colour energies do you see and not see?

# Adapting and Connecting

Use your

Cool Blue

energy to …

# Adapting and Connecting

Use your Fiery Red energy to …

# Adapting and Connecting

Use your Earth

Green energy to …

# Adapting and Connecting

Use your Sunshine Yellow energy to …

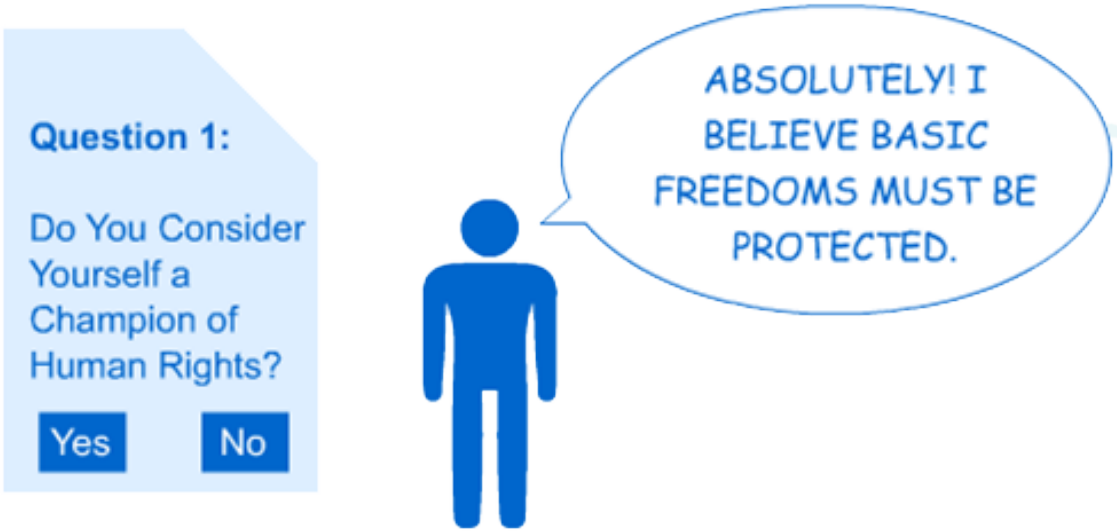
# VARK

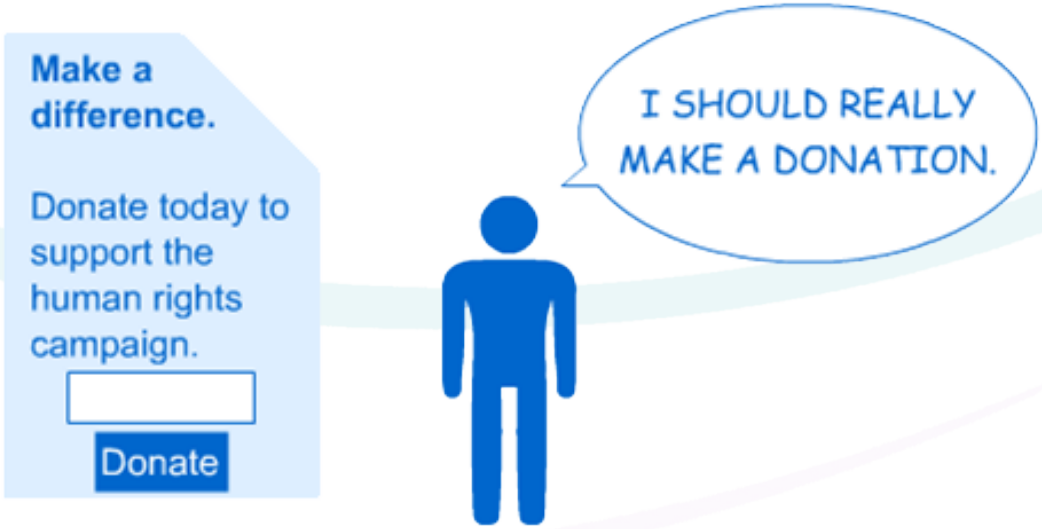
# The Power of Powerless Communication

# The Six Principles of Persuasion - Robert Cialdini

# Reciprocation

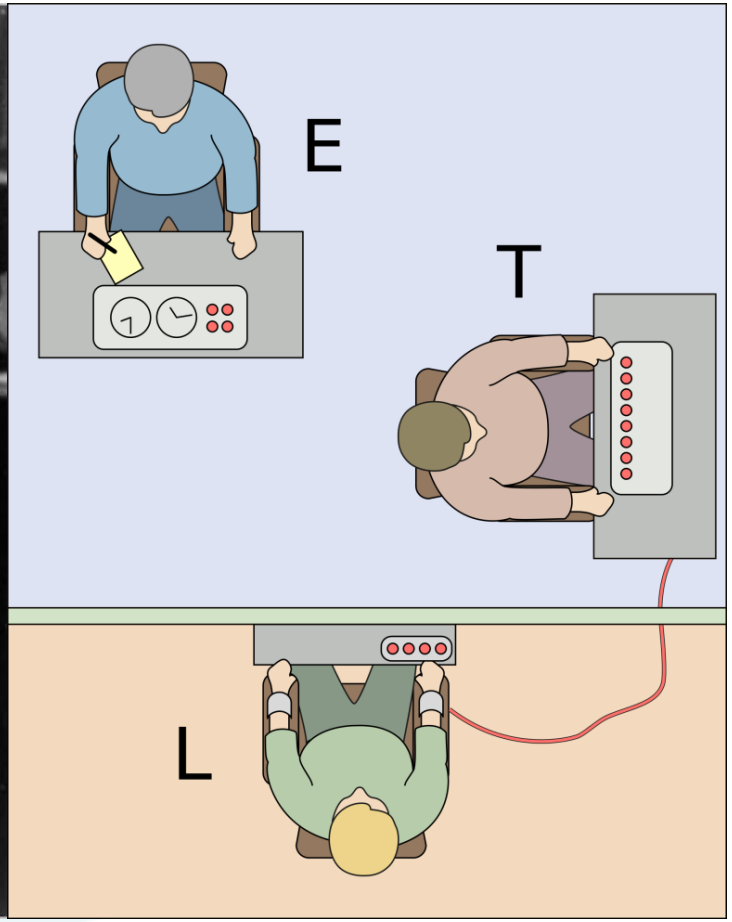
# Consistency and Commitment



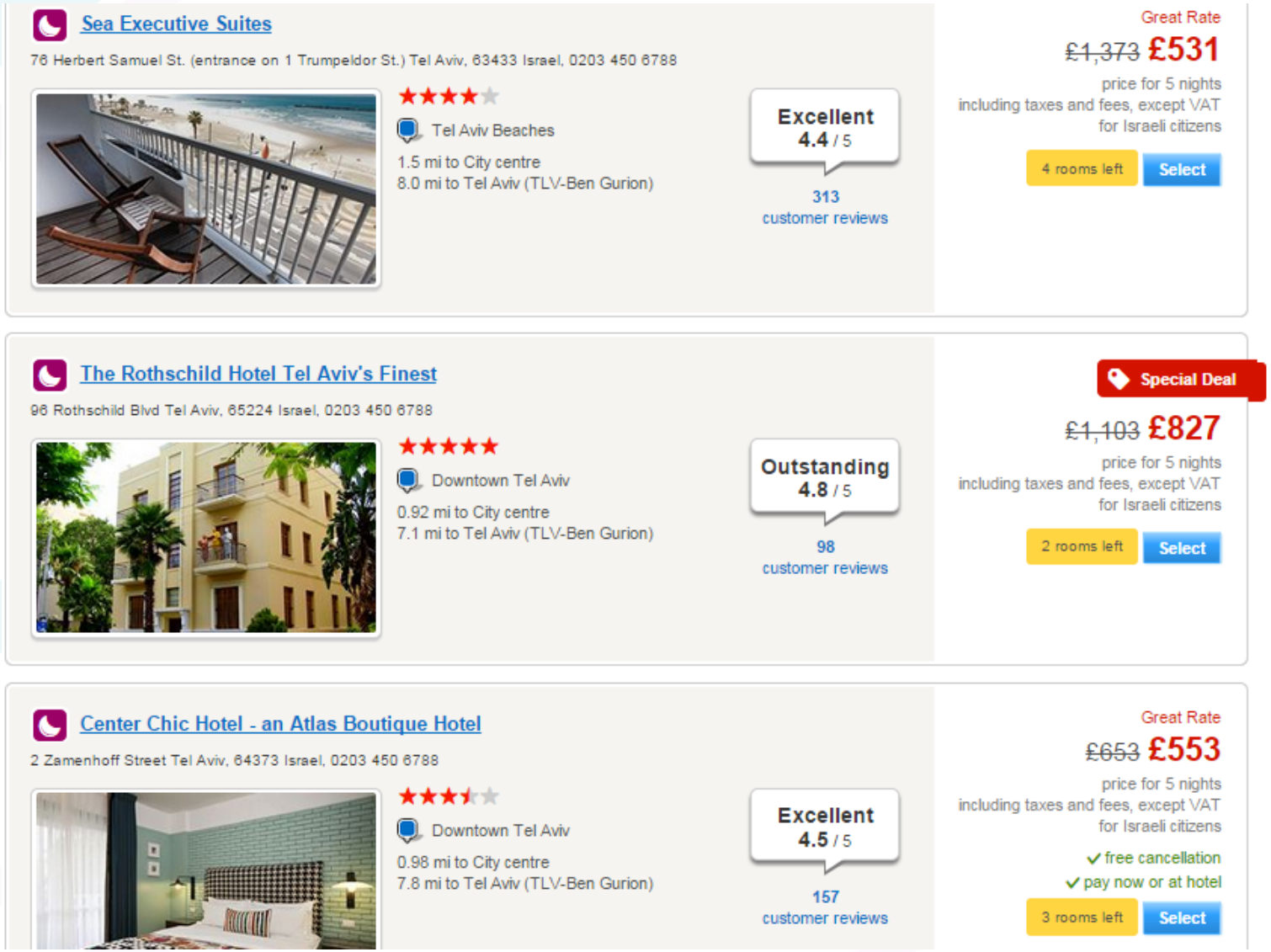
# Social Evidence

# Authority



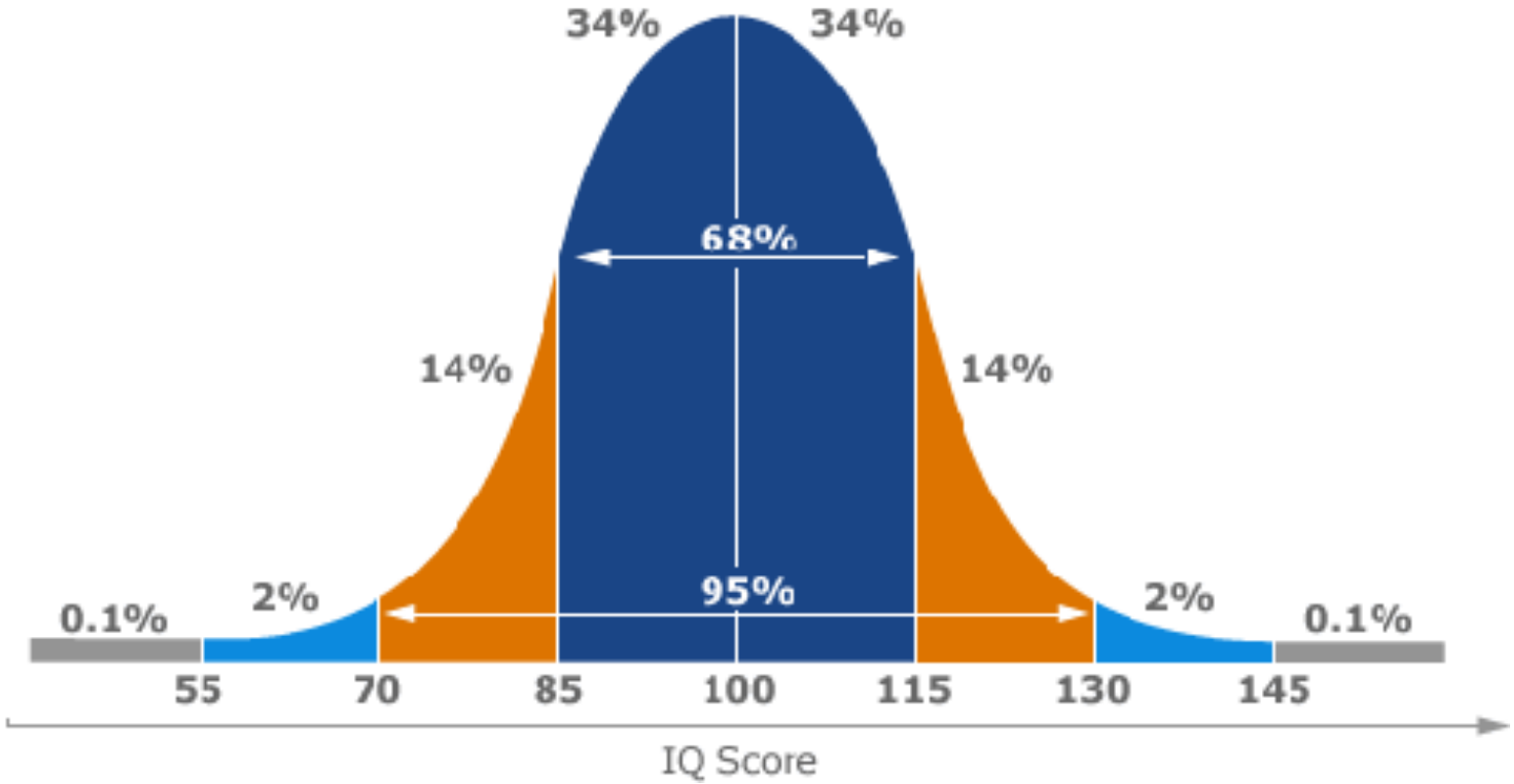
# Building Friendship

# Scarcity


Sea Executive Suites
76 Herbert Samuel St. (entrance on 1 Trumpeldor St.) Tel Aviv, 63433 Israel, 0203 450 6788
Tel Aviv Beaches
1.5 mi to City centre
8.0 mi to Tel Aviv (TLV-Ben Gurion)
Excellent
4.4 / 5
313
customer reviews
Great Rate
£1,373 £531
price for 5 nights
including taxes and fees, except VAT
for Israeli citizens
4 rooms left
Select
The Rothschild Hotel Tel Aviv's Finest
96 Rothschild Blvd Tel Aviv, 65224 Israel, 0203 450 6788
Downtown Tel Aviv
0.92 mi to City centre
7.1 mi to Tel Aviv (TLV-Ben Gurion)
Outstanding
4.8 / 5
98
customer reviews
Special Deal
£1,103 £827
price for 5 nights
including taxes and fees, except VAT
for Israeli citizens
2 rooms left
Select
Center Chic Hotel - an Atlas Boutique Hotel
2 Zamenhoff Street Tel Aviv, 64373 Israel, 0203 450 6788
Downtown Tel Aviv
0.98 mi to City centre
7.8 mi to Tel Aviv (TLV-Ben Gurion)
Excellent
4.5 / 5
157
customer reviews
Great Rate
£653 £553
price for 5 nights
including taxes and fees, except VAT
for Israeli citizens
free cancellation
pay now or at hotel
3 rooms left
Select

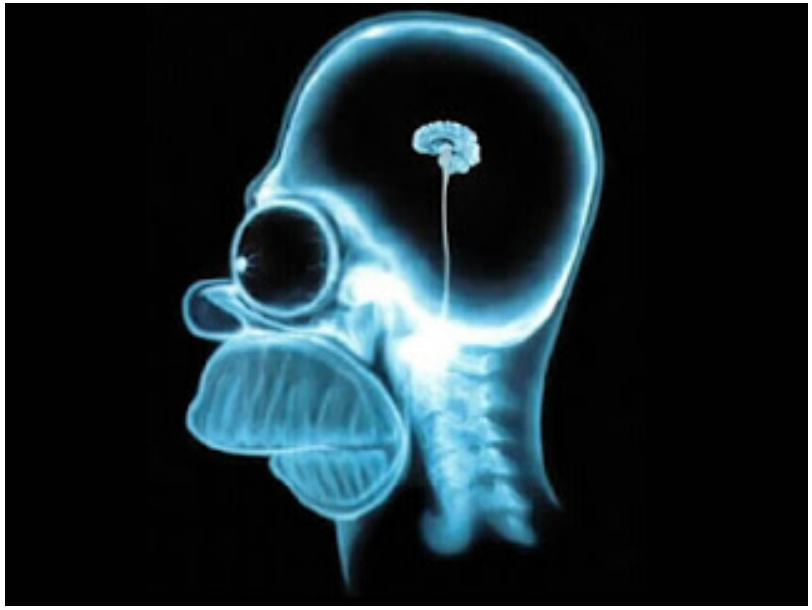
# Emotional Intelligence

# Standard IQ Score Distribution

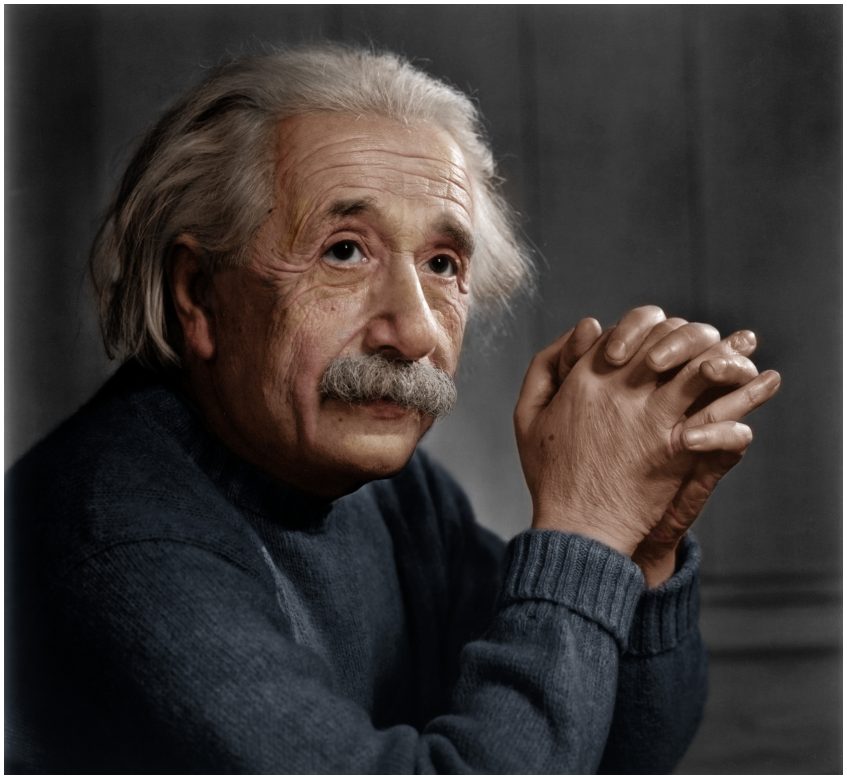


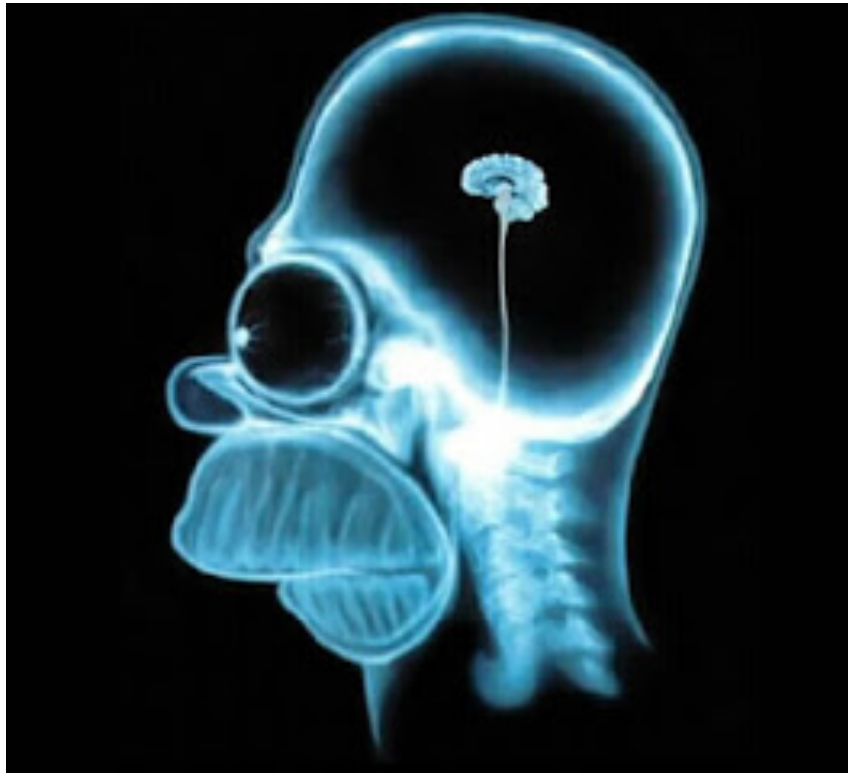
# Scoring Low?  Really!

| IQ Range | Classification |
|---|---|
| 70-80 | Borderline deficiency |
| 50-69 | Moron |
| 20-49 | Imbecile |
| Below 20 | Idiot |

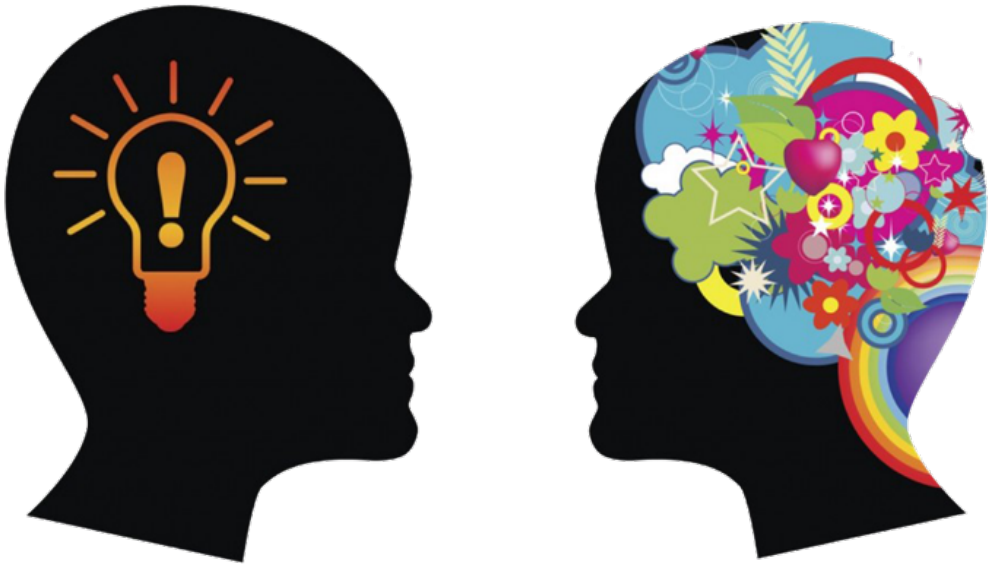


# There is a rainbow…





# EQ or Emotional Intelligence



# Definition

Emotional Quotient is the set of skills that enable us to make our way in a complex world — the personal, social and survival aspects of overall intelligence, the elusive common sense and sensitivity that are essential to effective daily functioning. It has to do with the ability to read the political and social environment, and landscape them; to intuitively grasp what others want and need, what strengths and weaknesses are; to remain unruffled by stress; and to be engaging. The kind of person others want to be around and will follow.

*Steven J. Stein, Ph.D. and Howard E. Book, M.D. The EQ Edge*

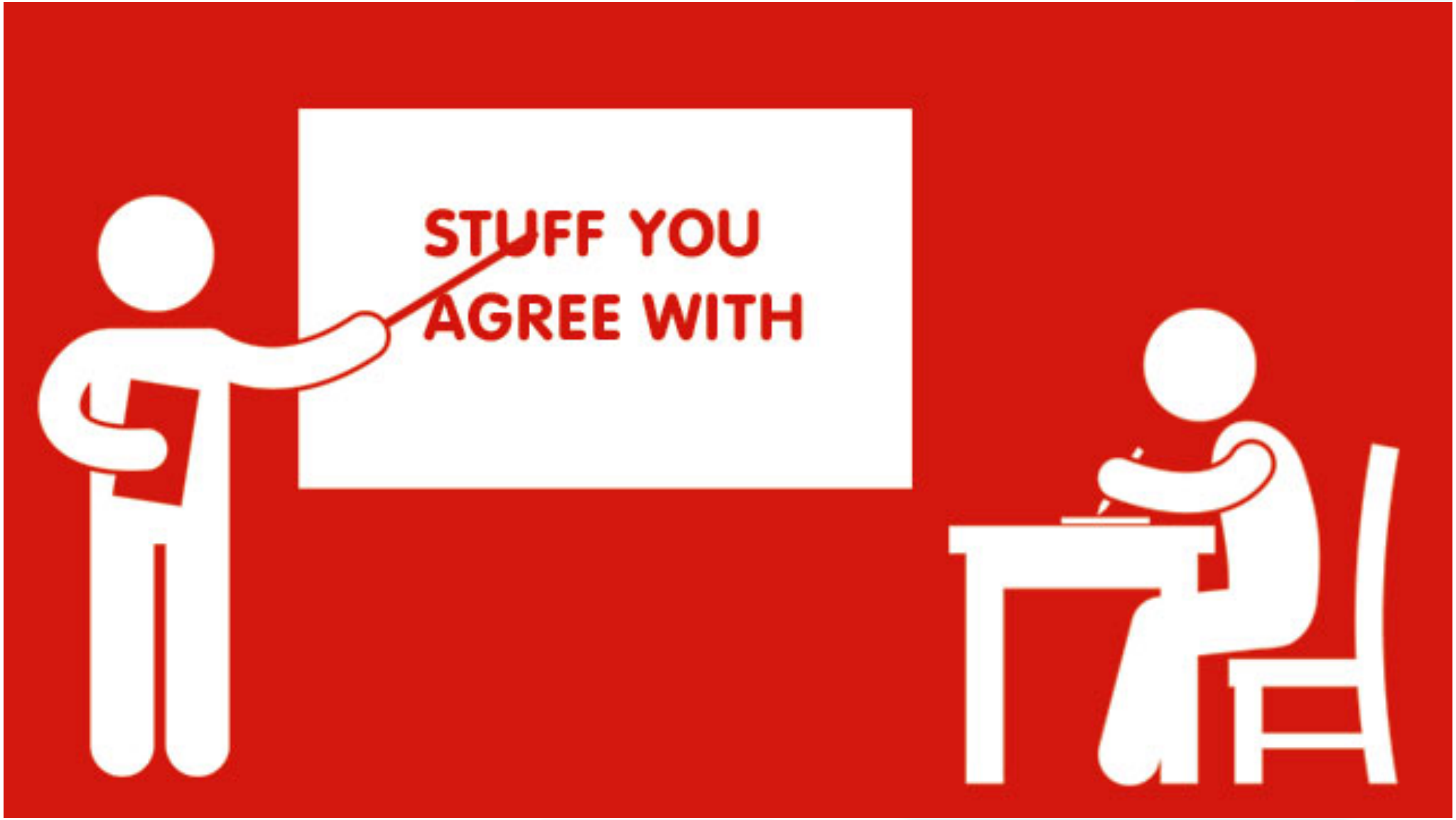
# EQ Competencies

Achievement drive
Assertiveness
Empathy
Handle stress
Handling change
Happiness
Independence
Influence
Initiative
Innovation
Interpersonal Skills
Personal Leadership
Active Listening
Optimism
Organisational awareness
Problem solving
Self actualisation
Self assessment
Self awareness
Self confidence
Self control
Service orientated
Team leadership
Team player

7

# Watching our Thoughts

# Bias



# Bias

## Leniency Bias

Tendency to rate higher than is warranted, give benefit of doubt

## Halo and Horns Effect

One positive/negative trait colours all judgements

## The Sinatra Markdown

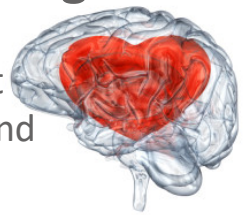
"They didn't do it my way!"

## Central Tendency

The habit of assessing almost everyone as average!

## Beliefs & Feelings

Personality based comments without examples of said and done behaviour



## Comparison Effect

Someone outstanding can make someone good look poor, someone poor can make someone good look outstanding!

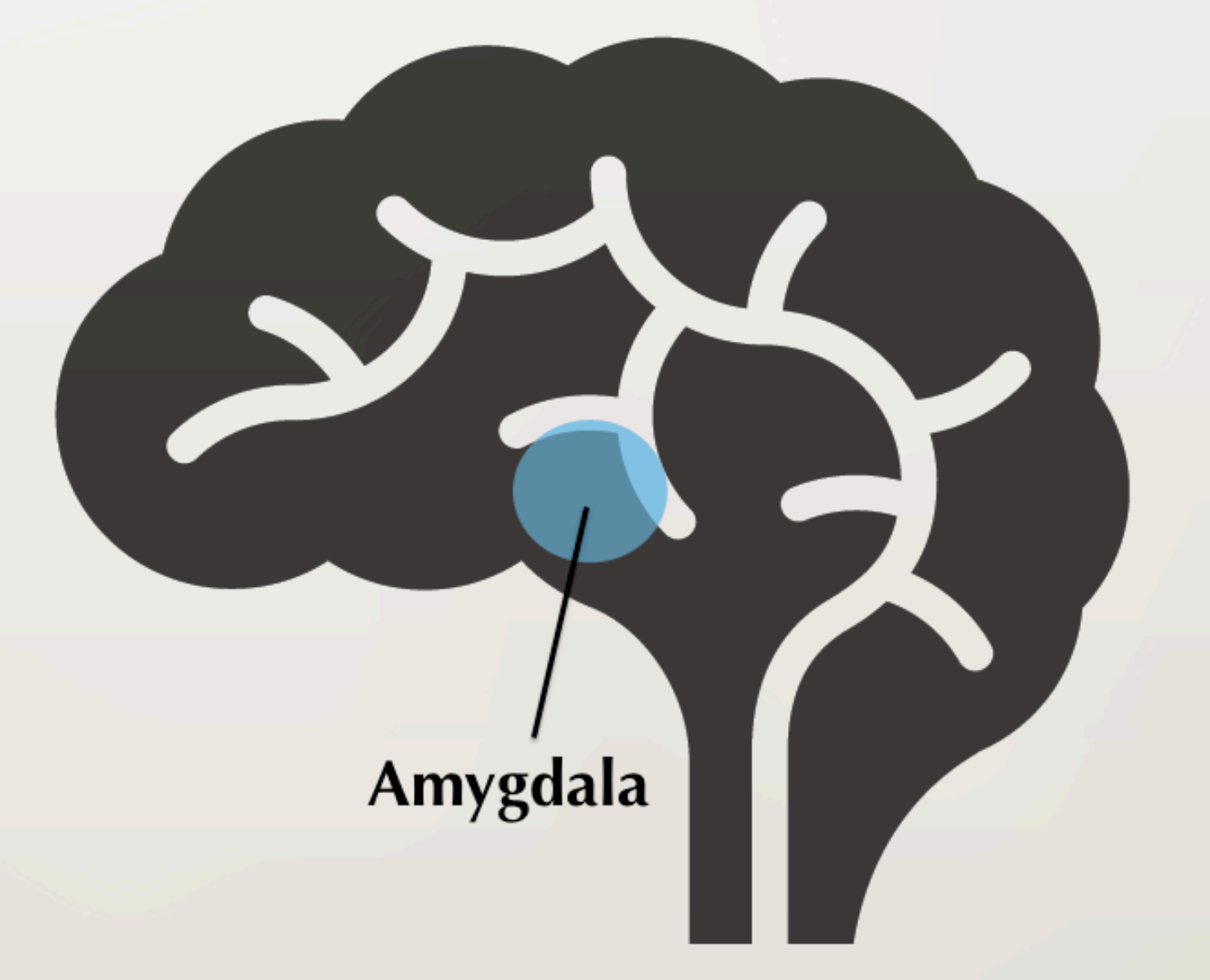
## Recency Bias

Tendency to assess people based on most recent behaviour and ignoring behaviour that is older

## Firework Factor

1 or 2 striking incidents that colour everything!

# The Amygdala Hijack



# Fight or Flight

# Challenging our World View

# Cognitive Bias

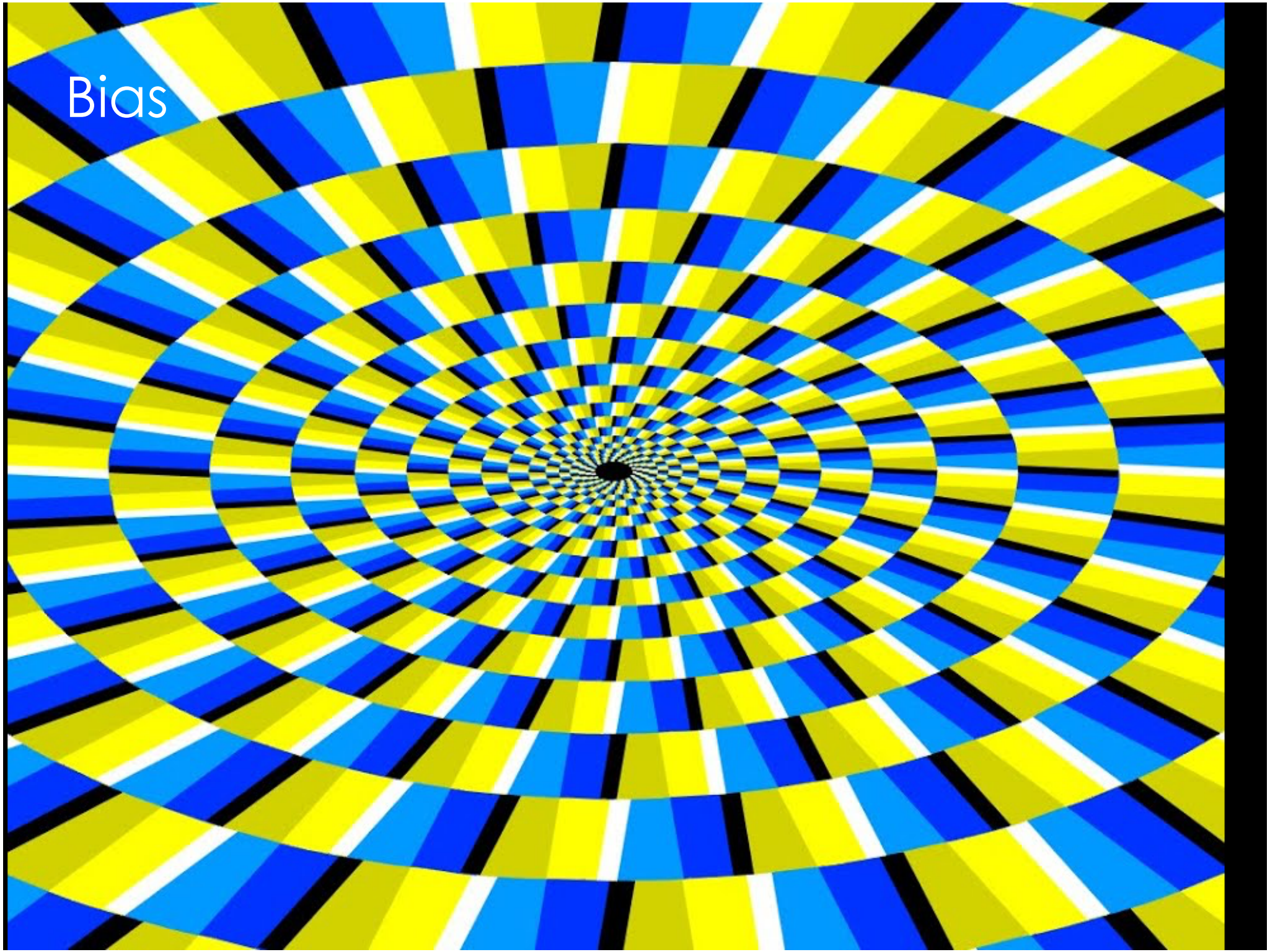
**Judging**: “to form an opinion or conclusion about”.

**Assumptions:** “a thing that is accepted as true or as certain to happen, without proof”.

**Perceptions**: “a way of regarding, understanding, or interpreting something; a mental impression.

# What colour are these Shoes?

# Bias



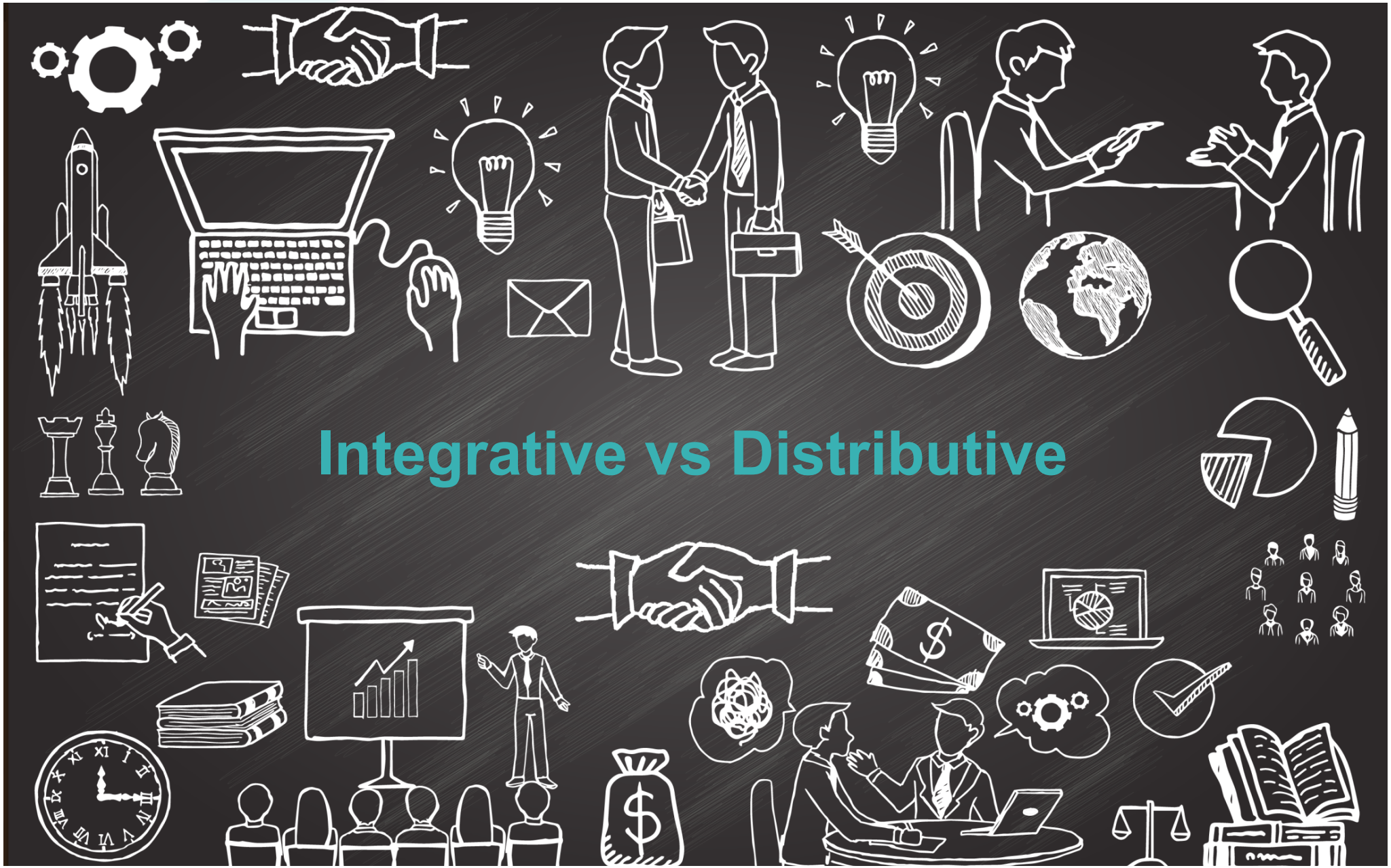
JOY
© McDonalds

Buy 1 Get 1
FREE
£1.65 each

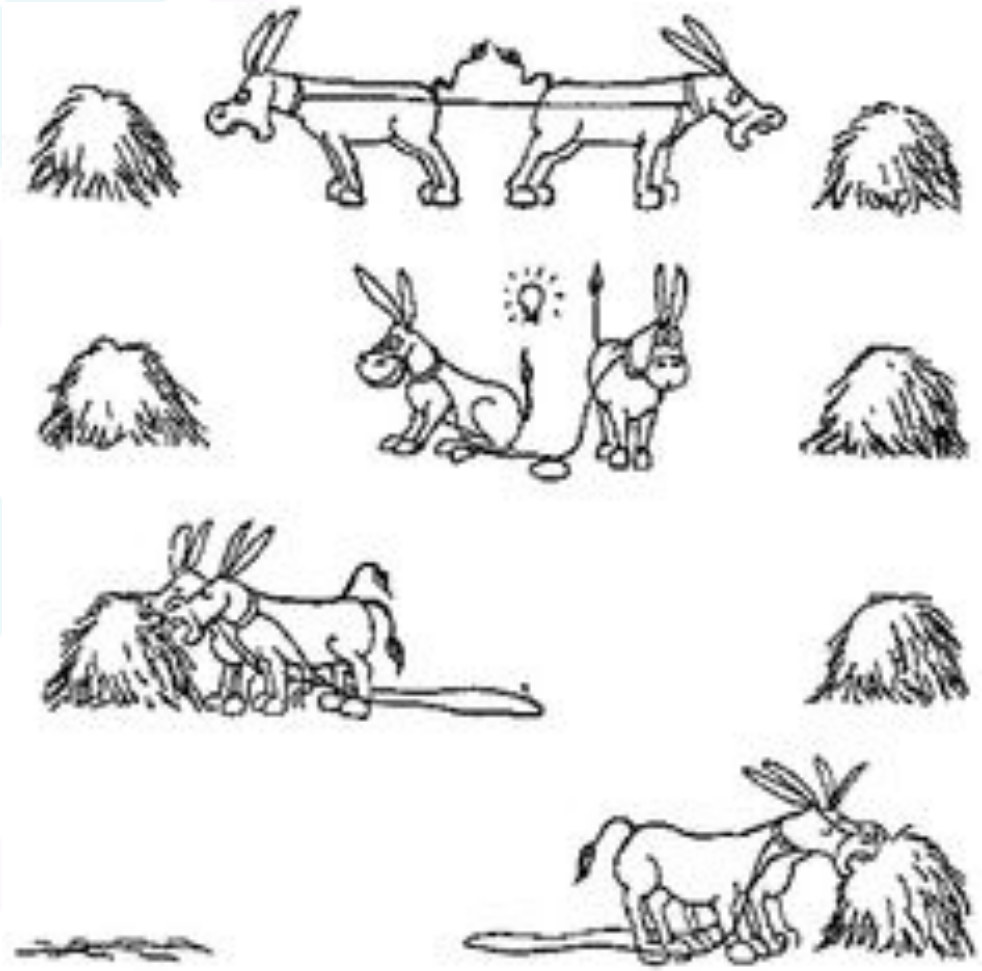
7

# Integrative Negotiation

# Creating a multi gain situation



# Creating a win / win scenario



**Hard Bargaining**

**Soft Bargaining**

**Interest Bargaining**

# Objectives

**Today you are going to learn how to…**

- Succeed when performing basic negotiations
- Identify the key skills of an influential communicator
- Recognise and influence different types of people
- Understand the power of powerless communication
- Learn the six principles of persuasion
- Recognise how we are influence by bias

# Actions

Please complete your action plan and be prepared to share at least 1 thing you are going to do as a consequence of attending this course.