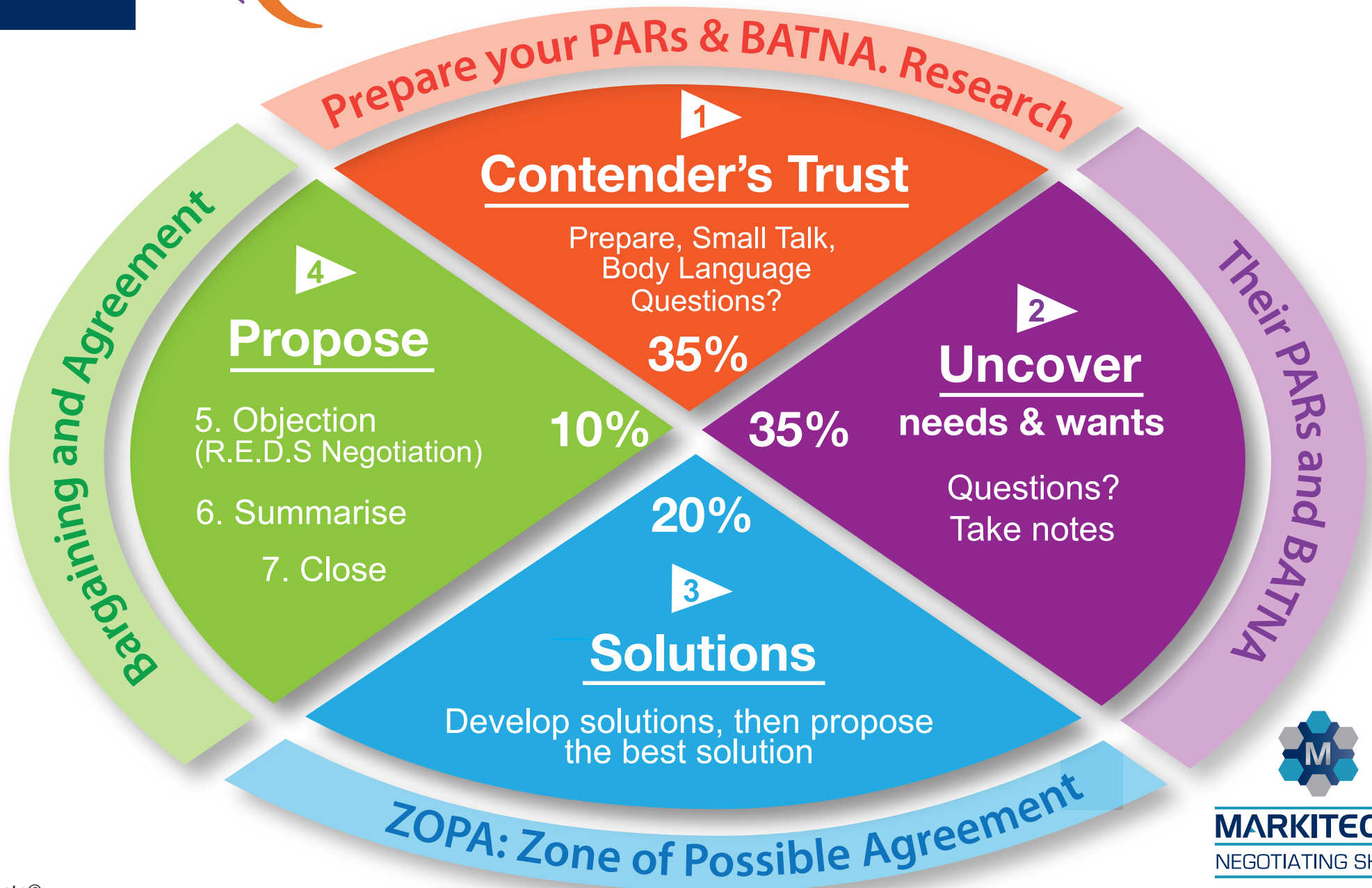


TOOL
1 of 4



MARKITECTS
NEGOTIATING SKILLS

TOOL 2 of 4

BODY LANGUAGE

TIPS

To Build Trust



- 1 **Meet:** Smile
- 2 **Meet:** Single eyebrow flash
- 3 **Greet:** Firm handshake, vertical palm, touch elbow
- 4 **Eye** contact: 70%
- 5 **Never** fold your arms (keep 'open')
- 6 **Never** touch your face (lying, insecurity)
- 7 **Chin touch:** Attentive thinking, listening
- 8 **Head:** Cock your head slightly, interest
- 9 **Nod:** Single, double and triple
- 10 **Lean forward** in an evaluative way

CUSTOMER'S TRUST > UNCOVER > SOLUTIONS > PROPOSE



MARKITECTS
NEGOTIATING SKILLS

TOOL 3 of 4

GOLDEN RULES

OF NEGOTIATIONS



- 1 Prepare Context?
- 2 PARs Preferred, **A**cceptable, **R**eservation (both parties)
- 3 BATNA **B**est **A**lternative to **N**egotiated **A**greement (both parties)
- 4 Build trust Smile, brow flash, small talk, empathise, genuine compliments, small favour
- 5 Aim High with your **anchor** and **justify** it
- 6 Win-win mention when log-rolling
- 7 ZOPA Establish a **Z**one **O**f **P**ossible **A**greement. Ask and listen
- 8 Say 'if you... then we...'
- 9 Closing-line know it off-by-heart
- 10 Notes for contact report

CUSTOMER'S TRUST > UNCOVER > SOLUTIONS > PROPOSE



MARKITECTS
NEGOTIATING SKILLS

REDS

OBJECTION HANDLING



- ▶ **REPEAT** the objection with empathy
 - ▶ **EMPATHISE** with comforting tone of voice
-
- ▶ **DEEPER**: ask why (dig deeper)
 - ▶ **SOLVE**: now propose the best solution

Example:

*Yes, our interest rates are not the lowest (**REPEAT** with **EMPATHETIC** tone), but before I go through the benefits of why you should consider us, why do you feel that our rates are too high? (**DEEPER**). Now **SOLVE** (mention the two biggest benefits).*

SUMMARISE > CLOSE

