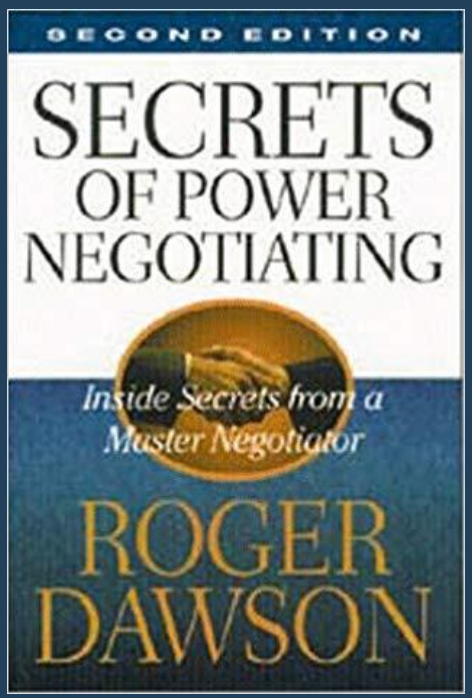

Secrets of Power Negotiating: Inside Secrets from a Master Negotiator

Segredos Para Convencer Qualquer Um De Qualquer Coisa
Year of publication: 1999
Author: Roger Dawson
368 pages
Link for purchase: https://amzn.to/36cR5Tf

Secrets of Power Negotiating is a book that shares expert knowledge of Roger Dawson about the art of dealing with people during business negotiations.
Launched in 2019 in Brazil, under the title "Secrets to Convince Anything," this guide is 368 pages long and has many secrets divided into different aspects of the deal.

Score

9

10 Aplicability
8 Inspiration
8 Innovation
9 Impact on results
9 Structure

Main ideias of the book

- The moves of a trade;
- What are the stages of a negotiation;
- How to solve inertia problems of a negotiation;
- Why you should avoid making a deal over the phone;
- Understand who's on the other side to close a successful deal.

For whom is this book suitable?

The content of the book is intended not only for business leaders who want to generate more profits in their business but also for anyone who wants to succeed in corporate deals, master the art of closing deals and avoid being fooled.

Overview of the book

Starting Negotiation Plays

The first and foremost secret is that you do not surrender your game. Because the other person doesn't need to know the rules.
The initial moves of the game will determine if you will win or lose. Carefully evaluate your opponent's information before taking an approach.
On your first move, ask for more than you can have. This move causes a "comfort" in the opposing field, which will probably require more of your proposal. This will provide you with space to negotiate your true proposal.
But it's also likely that he doesn't require anything... which is perfect! You get what you ordered and that's it.
Did your opponent propose an offer? Don't accept it anytime soon. If you are not satisfied with the proposal and think you can do better, say that you will check on pricing or marketing advice.

The first and foremost secret is that you do not surrender your game. Because the other person doesn't need to know the rules.

You do not have to accept the first offer upfront. As much as you are tempted and / or think you are doing the best deal, always think that you can do more.
Avoid conflicts. It is important that the environment be friendly, so (at least in the early stages of the game) do not argue.
If the adversary, whether another person or company, demonstrates hostility, show empathy to counteract it. This smart move is crucial for making your opponent feel identified, and especially for getting your composer together and thinking better about it.

"Arguing always intensifies another's desire to prove right." (Pg. 36)

Sometimes doing the "press play" can work miracles. If they tell you they need something better than your offer, it is best to answer how much better this would be. Then you can get a very specific view of what the other person specifically wants.

Intermediate Trading Moves

Once you have established the early stage of the game, it is time for you to keep the momentum of the game on your side. You will face pressure from different variables that will be imposed. The important thing is that you stay in charge.
You may be dealing with someone who has no power to make the final decision. But it may just be a tactic too, after all, it may be playing just as you are.
Keep your ego in the closet and don't let this person know that you have decision-making authority. If necessary, inflate the other person's ego to know if he is lying or not.
Some negotiations may encounter certain deadlocks that make it difficult to reach an agreement. At these times, shift your focus and talk about other things. This will save you time and an easier environment to solve the problem.
If you are asked for a concession, don't ask for anything specific; ask what you will get in return.

Negotiation Finals

At this stage, it is important that the negotiation is in accordance with your wishes. But awakening that sense of victory in the opponent is also crucial.
Be careful about making concessions to the other party as this generates a certain expectation. Narrow them down to let your opponent know that you are doing your best. If he asks too much, you can naturally express that he is asking too much.
If someone is acting in bad faith and offering you less than you deserve, you can withdraw extended concessions or feign dementia and say that your “ultimate authority” is not flexible about it.
Make concessions at the right time. Congratulate your opponent. Such attitudes lead to easier acceptance. But be careful not to fawn too much and get hurt.

Unethical trading moves

There are some tactics that people can throw at you that will get you out of focus to get what they want.
Be alert if someone creates a problem with the offer and then tries to exchange for something that really interests you.
Know the competitive product (the disadvantages of the competitive product). Knowing how to value your proposal is essential to delight the buyer with your product. Ah, are you the buyer? Then ask for details of the proposal.
Remember: what you can use can also be used against you. Learn to circumvent both situations.
There are other unethical moves like purposely erring, omitting or even inventing information. The action of these moves depends on the nature of the game (and life). But knowing how to counterattack is essential to dodging funny guys who try to outsmart you.

Negotiating Principles

Have the other side of the negotiation say its price first. It may be that their offer is better than expected, but not being the first one puts you in a position of serious advantage: you will have information that allows you to eliminate bid differences.
Pretend dementia, but don't be insane. This cleverness in the form of play causes the opponent to underestimate you, or help you, without realizing that you are actually counting the advantage. But dare not use it in your area of expertise. Emphasizing: don't be insane.
Who writes the contract is ahead. Don't forget to always read it carefully, focus on what matters and congratulate your opponent, regardless of whether the opponent has come under. Make him believe he made a good deal.

How to get out of a dead-end

When being part of a negotiation, both parties may experience certain headaches, such as the above deadlocks.
When players get frustrated with talking so much and get nowhere they realize they have entered a dead end.

> *There are some tactics that people can throw at you that will get you out of focus to get what they want.*

Fortunately, there are solutions to this kind of problem. To do this, you need to add a third element to your negotiation (attempt): a mediator or an arbitrator.
The presence of a specialized mediator in the area has grown in the negotiations. It's important in these cases because:

- He works as a neutral element.
- He advises both parties, making them rethink their points;
- His presence leads to a less harmful relationship between negotiators;
- He streamlines the settlement process.

The referee, in turn, after analyzing arguments on both sides, determines who wins and who loses.
But above all, it is crucial that you have an open attitude to understand the other side yourself, even if you do not agree.

Why it is better to negotiate in person

Believe it or not (but believe it is true): it's very important that you have your next move on the tip of your tongue, but agility is not everything; **most negotiation happens through nonverbal communication.**
Studying body language gives you the ability to know if your opponent is satisfied or disappointed during a negotiation. Or if he is quiet or anxious.
If we want to show confidence and tranquility in a conversation, we should not:

- Gesturing too much with your hands or leaving them together;
- Have a disproportionate tone of voice;
- Widen your eyes and blink constantly.

Knowing when someone else is relaxed is important to knowing the right time to talk about business. Instead, relax her with a greeting, chat, and a smile on her face.
Pay attention to the use of hands. When a person is impatient, they often tap their fingertips on their hands. Annoyed, she rubs the back of her neck. If she scratches her head, she may be confused by what you are saying.
When you make a phone deal, you don't have the ability to understand what the person is feeling without talking about it. And it gets harder to respond appropriately.
So try to have eye contact with who you are playing with. And pay attention to each gesture as it says a lot about people, including you.

What other authors say about it?

According to Dr. Robert, in his book “Influence: Science and Practice,” everyone uses to influence and is a target for it. He explains that persuasion practitioners know exactly what they want and where they want to go, so they use six psychological principles - covered in his book - to achieve their goals.

Author Mitch Antony, in his book "Selling with Emotional Intelligence", believes that skilled professional negotiators are able to find solutions in situations where others only see obstacles. Your secret is to look beyond your own wants and needs and see the goals of your partners.

Finally, in "Spin Selling", Neil Rackham points out that the quality of the questions asked is crucial to the success of the negotiation.

Okay, but how can I apply this in my life?

After talking a lot about how we should behave in a game of interests, let's take a look again:

- **Do not surrender your game**. You will not want to give the victory easily, right?
- In the early moves, **ask for more than you need;**
- Do not give in to the ego to show that you know everything and can do everything; Sometimes **pretending you don't know gives you a step ahead!**
- **Be aware of the other person's body language** (and be aware of yours; be cool);
- Attention to your oratory. Verbal language is essential to say what you want**. Your voice should sound proportional and your arguments consistent.**

Follow these practical tips and you'll be cool when it comes to negotiating. Okay?

If you liked this book, visit our complete collection with hundreds of Pocketbooks of the greatest successes in the areas of management, marketing and sales, leadership, strategy, personal development and entrepreneurship!

www.pocketbook4you.com

Note:
The content presented above reflects the vision and critical analysis of our team of copywriters, respecting the fundamentals of intellectual property in Brazil (Article 8, item I).
No part of the book is being copied. They are unique and exclusive content, always giving credits to the authors and indicating the link to purchase the complete work. PocketBook4You respects the copyright code in accordance with the provisions of Brazilian law, Law 9.610 / 98.
This content is the exclusive property of PocketBook4You and is protected by the Copyright Law in its Articles 46, I, (a) and 47, because this is not a reproduction and also does not imply any discredit, on the contrary, the moral right is protected and, as pointed out earlier, the reader receives a link to acquire the work. Reproduction of this material without the permission of the company is prohibited.