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Elegant Negotiation



Get Better Results!

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About the Author

Learning Journal

*This book was designed and developed as
the participants' manual for our
Elegant Negotiation
seminars.*

Naturally, the breadth and depth of the material covered during our training sessions is much more comprehensive and complete than what we have included in this short manual

*For more information about our seminars and workshops,
please visit our website:*

www.elegantsuccessacademy.com

***The hand will not reach for
what the heart does not long for.***

Welsh proverb

Introduction: Sales Psychology

Before I could even start with the negotiation seminar I was supposed to teach, a big, burly participant came up to me and asked:

“Are we going to do any of that psychology stuff in this seminar?”

I nodded and confirmed that the advanced negotiation techniques we taught certainly involved an element of psychology, to which he responded:

“You need to know that I am totally unemotional!”

I could see that this might turn out to be a difficult seminar, so I suggested that it might be better if he would simply sign the attendance roster and leave.

Instead, he sat at the back of the room with a strange smile on his face for the entire two days of the program.

Once the seminar was over all of the participants left - except for this individual.

As I started packing my briefcase, I noticed him walking towards me in a manner that reminded me of the showdown in the film ***High Noon.***

I was surprised when he approached me with a big smile and said:

“Mr. Buergi, this was very insightful!”

I didn't quite understand what he was getting at, as he continued...

“I never realized how emotional I really am!”

Pardon me?

Come again?

I asked him to explain what he meant.

“I have come to understand during these two days that I make virtually all of my choices at a subconscious, emotional level first and then I put together a logical argumentation to justify my decisions.”

All of our clever sales plans may fail if we miss this important point:

**Elegant Negotiation speaks to the heart
before speaking to the head.**

Some of the world's top trainers seem to teach that it is better to have no emotions involved when negotiating.

This approach may indeed create the basis for highly professional, politically correct, squeaky-clean deal making.

However, many highly experienced negotiators who have tried this unemotional approach tell me that they invariably encounter a lack of commitment from the parties involved,

as well as a ton of problems **after** these neutral deals are closed.

Indeed, according to our experience, a strong sense of emotional engagement and personal investment are critical elements of successful sales and business negotiations.

A key concept of **Elegant Negotiation** is this:

No Emotion

= No Engagement

= No Decision

= No Commitment

= Disappointing Results

The Latin origin of the word ***elegance*** actually means to choose, to select, to make optimal decisions.

The problem with choice is that if you choose something, you typically at the same time have to decide against a whole host of alternative options.

Our decisions always trigger opportunity costs, which we need to take into account.

True elegance is essentially linked to the cognitive dissonance, conflict or tension inherent in the act of deciding.

If we learn to **manage such cognitive tension creatively** when it occurs, directing its energy forcefully towards a

positive outcome, the results tend to be surprisingly simple, successful and sustainable.

Our clients engage us because they want better results.

The focus of this book is to enable sales executives, key account managers and business developers to negotiate better deals, effectively **accelerating and increasing their revenue and profit.**

Take a moment to write down for yourself specifically what better results you would like to get:

How would your situation improve if you did?

The **primary mistakes** we frequently see even the most experienced negotiators make, especially in the context of international sales and intercultural business deals, include:

- **Failing to set the scene and establish trust**
- Not taking the time to create intense **emotional engagement**, a sense of personal ownership and real commitment
- **A lack of deep dialogue**, as well as an inability to help clients to articulate their real business drivers and motives
- **An inability to interrupt** and positively redirect their clients' habitual behavioral patterns and default negotiation tactics
- **Failure to orchestrate conflict creatively** in order to generate game-changing solutions
- A lack of understanding of their clients' purchasing processes and success criteria, including the need for a coherent story and a **compelling logical justification of their buying decisions**

If you find yourself making any of these mistakes, you may be subconsciously preventing yourself from getting what you really want.

What negotiation challenges do you find most difficult to deal with?

Take a moment to write them down for yourself: