

# Win-win negotiations – level I – techniques and strategies

## #1 What are New Negotiations in the context of known negotiation styles? #2 Tricks and tactics during negotiations

- What negotiation styles do we know and what are the consequences of using each of them?
  - What is the biological basis of negotiating power and building an advantage - why is the Win-Win model so difficult to achieve in practice?
  - Win-win as an element of long-term strategy in the light of prof. game theory. J. Nash ("A Beautiful Mind")
  - 6 fundamental rules of an effective negotiator and their impact on negotiation results
- How to recognize a bluff and a lie by facial expressions and micro facial expressions?
  - How to recognize manipulations and negotiation tricks and deal with them by turning them to your advantage:
    - A valuable concession
    - Good-bad cop
    - What if...
    - Door in the face
    - Reward in paradise
    - Incomplete powers of attorney
    - Time manipulation
    - Depreciation
    - Apparent concessions
    - Test balloon
    - Open window
    - Empty wallet
    - Plucking
    - Foot in the door
    - A successful shock
    - The principle of competition
    - Leaving the table

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- When should you use which tactics?
- What is the difference between a tactic and a gimmick?
- How to argue in response to the tricks or tactics used?
- Where is the line between persuasion and manipulation?
- What is the role of ethics in negotiations?
- 1-on-1 negotiation simulation, allowing you to use the acquired knowledge in practice

### #3 Negotiations as a process spread over time

- What are the stages in the negotiation process?
- How to effectively prepare for each stage of negotiations?
- How to effectively write and rank goals - using the Nego -SMART sheet.
- Time management as a resource in the negotiation process.
- Deadlock as an element of negotiation strategy.
- BATNA and ZOPA – what are they and how to build a negotiation strategy based on them?
- How to open auctions and conduct them fairly?
- How to submit proposals?
- When to stop bidding and when to withdraw?
- How to negotiate positionally and not entrench yourself in positions?
- Why is ZOPA not a common budget range on both sides of the negotiations?

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- How can negotiations be ruined by incorrectly estimating ZOPA?
  - What is the importance of BATNA and WATNA for ZOPA?
  - Why is it not worth relying on leaks about the budget of the other negotiating party?
  - 1-on-1 negotiation simulation, allowing you to use the acquired knowledge in practice
- ### #4 Neurolinguistics and building authority in the negotiation process
- How to influence the achievement of your negotiation goal using appropriate sentence syntax and presuppositions ?
  - How to build your authority and charisma using appropriate sentence syntax and presuppositions ?
  - How to respond to demands in a way that opens up further discussion?
  - How to respond to unacceptable proposals without risking a clinch.
  - How to overcome an impasse using the so-called "solution framework".
  - How to negotiate (e.g. contracts) in comments so as not to discourage the other party?
  - What to pay attention to - e-mail and telephone negotiations
  - What seats to take and how to arrange the space in the room?
  - How to greet each other in a situation where there are many negotiators, limited space and barriers (e.g. long table)?

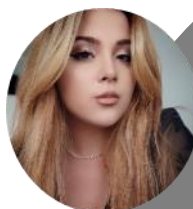
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- How to build authority and your own position in negotiations using non-verbal signals (body language and voice)?
- Simulation of team negotiations, allowing you to use the acquired knowledge in practice - the simulation is recorded on video, then played back and subjected to a detailed analysis in terms of strategy, tactics used, neurolinguistics, verbal and non-verbal communication, and factors that bring you closer to and further from an agreement.

### #5 Original 4WIN methodology – algorithm for reaching an agreement.

- How to go beyond bidding?
- How to reach a more advanced level of negotiation than business?
- How to recognize the needs and beliefs of the other party in the negotiation?
- How to navigate the map of beliefs of an interlocutor-negotiator?
- How to distinguish the beliefs of a negotiator that are key to negotiations from those that are peripheral?
- How to use beliefs and values to create an infinite number of solutions that satisfy both parties?
- How to use the beliefs of the other negotiating party to change its position?
- How to build a partnership relationship
- How to lead the other side using 4WIN™ from entrenched positions to discovering new mutually satisfying solutions

Do you have any questions?  
Please contact me



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