



The Don Hutson Report

Global Expert on Sales & Negotiations

Volume 2018, No. 16

August 7, 2018

Negotiations...*Threat or Opportunity?*

Part 1 of an 8-part series on “Negotiations”

Years ago, a call came in one morning from a local CEO of a company with 80 sales people to inquire about my addressing their annual sales meeting. In the course of the conversation, he said “As you know Don, we are a Memphis-based firm and our meeting is only 45 days out. What is the best fee you would quote us for a one hour keynote speech?” I’m thinking local, next month, no travel – easy deal, so I gave him my best quote in hopes of getting the assignment.

We scheduled a face-to-face meeting for two days later to further discuss the opportunity to work together. It was only then that I realized my fee quote was simply my opening bid in his eyes! He was now ready to start negotiating! I learned a lot from him. His decades of relentless negotiations overshadowed my modest skill in that arena. Years later, after becoming a student of negotiations, I realized the depth of the topic, and the unlimited opportunities to excel by learning the skills of negotiating effectively.

In this episode, I want to share with you some simple but helpful tips for advancing your negotiation prowess. First, accept the fact that we all negotiate just about every day, so it makes good sense to have the skills to do it well. When I inquire, it turns out that only a small percentage of my audience members say they have read a book on negotiations or attended a seminar on the topic!

Here are some tips that will help tilt negotiations in your favor...

1. Vow to become a skilled negotiator and you will find it financially and psychologically rewarding! And that doesn’t mean reading one book. Become a student of the subject.
2. Know that negotiating does not have to be confrontational. It can be a pleasant win-win process in many cases once we learn how to use the strategies.
3. Practice the skills you learn on a daily basis, like with your dry cleaner on when he’ll have your cleaning ready, or your spouse on where you are going for dinner. By constantly exercising your negotiation skills whenever you have the opportunity, you’ll become better at using them at work.
4. Learn the needs and desires of the person you are negotiating with by being a good listener. This will enable you to identify their blue, red and green “bargaining chips”. (More on this later.)
5. When beginning a negotiation with someone that you might want to purchase something from, ask the question, “How negotiable are you?” This implies that surely they will negotiate. The only question then becomes how much and based upon what conditions. You will get an early feel for their position.

6. Sometimes your willingness to make a concession can soften their position and get you postured for a better deal. But, always try to get something in return.
7. If you have “Negotiaphobia” (the fear of negotiating), seek treatment and new skills. (This will be covered in more depth during this series of Don Hutson Reports. See more about this below.)
8. Once you have mastered the skills, you will find that there is no viable reason for you to be threatened or reluctant to negotiate.
9. Become aware of the four negotiation strategies: Avoidance, Accommodation, Competition, and Collaboration, and when to skillfully utilize each to your advantage.

This is the first installment of an 8-part series. Our goal is to impart enough negotiation skills that you will become more intrigued with the subject and start to learn more tactics which you can implement right away.

Watch the video below for more information on the four strategies and click on the U.S. Learning Flipbook for more information about Don’s book, “The One Minute Negotiator”.

Watch Don Hutson as he guides you through the challenging aspects of negotiations. The concepts he covers will make a real difference in the way you look at the vital negotiations strategies found in his book, “The One Minute Negotiator”.

Just click below to watch the video.



The U.S. Learning Online Learning Flipbook allows you to review our four top-level programs on Sales, Negotiations, Sales Management and Leadership with sub-topics and video excerpts for educating you to be your best!

Just click on the image below for the Flipbook.



Don Hutson is a #1 NY Times and Wall Street Journal International Best-selling author, a Hall of Fame speaker, and CEO of U.S. Learning based in Memphis, TN

Click here for previous issues - [The Don Hutson Report](#)

For more information, call 901.767.0000.