



# The Don Hutson Report

Global Expert on Sales & Negotiations

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## Treating Your “Negotiaphobia”

Part 2 of an 8-part series on “Negotiations”

**In the last Report**, I promised to elaborate on the disease of “Negotiaphobia”.

**This is a widespread** and frequently unrecognized affliction that negatively impacts people in their personal and professional lives. It is a fear of negotiating based on a desire to avoid conflict and a lack of skill. Most people have at least a light dose, and some are severely hampered by this dreaded illness. Since we all negotiate one way or another most days, we need to get treatment for negotiaphobia!

**A lot of people** see negotiating as an unpleasant task and avoid it when they can, their proficiency in negotiating successfully is marginalized, resulting in low level skills. In today’s Report, I am giving you some tools to help you become a stronger and more skilled negotiator.

**Here are some tips to keep in mind:**

1. As with most diseases, the first issue in treating negotiaphobia is admitting that you have it.
2. In today’s business environment many of us are charged with selling at higher profit levels than ever before. This means we need to protect margin by selling at higher prices which inevitably requires negotiation skills.
3. School is never out for the pro! Be a student of negotiation skills for the balance of your career. The more skillful you become, the less fear and apprehension you will experience.
4. Our only real job security today is our own bank of relevant skill sets. Negotiation skills are near the top in payoff and results!
5. Learn and utilize the “EASY Process” for treating negotiaphobia (outlined below).
6. After you learn new skills, practice, drill and rehearse them right away to internalize the skill so that they can be a natural reaction when you need them.
7. Keep good records of the negotiation strategies that your prospects and customers use with you. The best predictor of future behavior is past behavior. Go into each opportunity for securing a transaction with predictability and you will be better armed to succeed.

**What’s so EASY about negotiation?** The EASY Process is a good one to learn and practice.

**E** is for Engage. In other words, get your head in the game. When you see or feel a negotiation entering the picture, be prepared and confident;

**A** is for Assess. Based on behavior observed, reputation, or past experiences, what strategy is most likely the one they will deploy? Avoid, Accommodate, Compete or Collaborate?

**S** is for Strategize. Develop the strategy that you feel will best serve you based on your prediction of their strategy. You will better protect yourself and increase your probability of success.

**Y** is for Your approach in dealing with them.

This is your **EASY**, one minute drill to treat negotiaphobia and succeed more often.

**Whether you personally prefer** Avoidance, Accommodation, Competition or Collaboration, learn and get comfortable with all four so that you will possess a broad number of strategies in your future negotiations.

**You can't perform beyond your skill sets**, so get hungry for all you can learn about negotiations and you will be a more formidable player in your market.

**This is the second 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.

***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!***

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