



The Don Hutson Report

Global Expert on Sales & Negotiations

Volume 2018, No. 23

November 13, 2018

Are You Prospering Using Negotiating Strategies?

Part 8 of an 8-part series on "Negotiations"

Have you ever heard of a *Mistaken Certainty*? As I reviewed a psychology book not long ago, I read that a mistaken certainty is when you are certain you are correct about a specific subject when in fact you are not. We all have these from time to time. These mistaken certainties need to be de-mystified. Hopefully we will have a co-worker, confidante, or family member who will set us straight before we use these untruths to miscommunicate with someone!

Similarly, there are some myths about negotiations that need to be de-mystified if we are going to succeed in our negotiation efforts.

Here are five such myths that you need to deal with for maximum effectiveness.

Myth #1: Negotiations is a confrontational, unpleasant process!

Fact: Not really. It certainly doesn't have to be. If we learn how to negotiate skillfully, it can be a rewarding and interesting process. We all negotiate several times a week, both personally and professionally. Seek out the best skills, learn them and make them work for you.

Myth #2: Negotiation activities are little more than mudslinging and it's largely a waste of time and energy!

Fact: Untrue for sure. Negotiation doesn't need to be a battle. It can and should be a civilized interchange in an effort to close gaps in communication and understanding then building a bridge for reaching a mutually acceptable agreement.

Myth #3: Since I have had little or no negotiations training, I'm sure those I negotiate with will have superior skills!

Fact: Maybe not. Remember, the disease of “Negotiaphobia” (the fear of negotiating) is rampant out there. There are far more people with marginal skills than those with advanced skills of negotiation. Just about everyone willing to do the work has the intelligence and capability to learn the tools and tactics of negotiation.

Myth #4: The best negotiators are the ones who will say or do anything to get their way. They are ruthless and untoward in their approach and you cannot rely on them to tell the truth!

Fact: To the contrary, the best negotiators who enjoy consistent successes are often people of integrity and high ethical standards.

Myth #5: The most successful negotiators are the ones who approach their opponents aggressively and relentlessly with their primary focus being on what they want!

Fact: Admittedly the toughest competitive negotiators are formidable, but most negotiation experts disagree with this myth. The best negotiators are the ones who are excellent listeners. We enable ourselves to say the right and proper next thing in a negotiation after we have learned by listening. That is the only way we will become aware of their true wants and needs.

When you consider the myths above and the responses to them, you will better position yourself as a true professional in the negotiation arena.

Here are five key takeaways to internalize as we wrap up this series on negotiation skills:

1. Learn the four negotiation strategies (Avoid, Accommodate, Compete, and Collaborate), and how and when to use them. Practice, drill and rehearse until your skills are polished and reflexive.
2. When you feel a negotiation presenting itself, get your head in the game and prepare as best you can.
3. Remember to identify and clarify your “Chips” (Red, Blue, and Green), and key on the degree of importance of each and why. If you do this in preparation for a negotiation, you will have your desired outcomes clearly in mind and achieve better results.
4. Play your Chips wisely. For example, you don’t want to damage a long-term collaborative relationship by overplaying your attempt to get a Blue Chip. You may win the battle and lose the war.
5. There is no substitute for planning your strategy, anticipating positions those on the other side of the table will have and confidently working through every key

aspect of the negotiation process. If you treat negotiation casually, you may become a casualty!

In order to achieve the levels of performance you desire, you really need to read at least one negotiations book a year for the balance of your career! When you do, I predict you will internalize many new skills and become more confident than ever as you strategize for success!

I suggest that you follow this link to The Don Hutson Report Library to review the previous 7 parts of the series on Negotiations Excellence and add the tools found there to your strategies for getting your desired outcomes from each negotiations encounter.

<https://donhutson.com/dhreport-library/>

When you watch this short video, you will be better informed about the power available to you when you employ effective Negotiations. (Click on image below.)



*Here's our latest approach to sales Promotion; **The Don Hutson Flipbook Press Kit**. If you are a Corporate or Association Meeting Planner, you will want to review Don Hutson's Flipbook Press Kit and consider him for your upcoming events. Just click on the image below.*

***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.*



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
www.DonHutson.com