



FOUR DOORS

Of Negotiations



OVERVIEW

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There are four doors that every negotiator walks through: Relationships, Strategy, Control, and Value.

Door One: *Relationship Matters*

At the end of the day, influence and negotiations is about the ability to connect with people.

Door Two: *Strategy Matters*

A negotiator has to know their potential wins, walk aways and trade-ables* before the conversation begins.

Door Three: *Control Matters*

Controlling the conversation is based upon powerful questions and understanding the flow of a negotiation.

Door Four: *Value Matters*

Negotiations are about value. Often the value of a negotiation goes way beyond numbers and percentages. Value is created. Sometimes value is about perspective.

Through engaging and comedic lecture along with small group activities, and role plays, "Four Doors" will leave attendees inspired, excited, and better equipped to handle their day-to-day conversations.

*2010 Jeremy Dunlap

THE LEARNING OBJECTIVES

Four Doors of Negotiations



DOOR ONE: RELATIONSHIP MATTERS



Agenda:

- ◆ The Intro: The Cuban Missile Crisis
 - ◆ *Who Needs an Orange? Negotiation Exercise or Assemble the Lego Car Exercise*
 - ◆ Road House Rules Debrief
- ◆ People Are Strange?
 - ◆ *The WTSI twenty question test to identify behavioral styles*
- ◆ Active Listening
 - ◆ Listening to understand

Potential Learning Objectives

- ◆ Attendees remember that sometimes we are our own worse enemy in a negotiation
- ◆ Attendees garner the top eight to ten foundational concepts to a good negotiation
- ◆ Attendees learn:
 - ◆ Ways in which to meet the initial desires of people in a negotiation
 - ◆ The view of different behavioral styles concerning negotiations
 - ◆ Potential pitfalls the behavioral styles during a negotiation
 - ◆ What people desire in a conversation
 - ◆ Avoiding manipulation through the pushing of emotional buttons
- ◆ Attendees learn a strategy to listen actively

DOOR TWO: STRATEGY MATTERS



Agenda:

◆ The Scorecard

- ◆ Know the wins before entering the conversation

◆ *Group Time to develop a scorecard*

◆ Trade-Ablers 101

- ◆ Creating options of value

Group Time to develop Trade-Ablers

◆ Other Strategies to Consider:

- ◆ Strategies to leverage leadership
- ◆ Meeting before the meeting
- ◆ Communication Strategies: email vs call

Potential Learning Objectives

- ◆ Attendees receive a strategy in developing a scorecard to assist them in knowing their potential wins during a negotiation
- ◆ Attendees learn how to know “what they want/need” before the conversation
- ◆ Attendees learn to develop concessions that create value for a negotiation
- ◆ Attendees learn the value of planning and strategy by briefly examining three basic negotiation strategies: leadership, meeting before, and communication

DOOR THREE: CONTROL MATTERS



Agenda:

- ◆ Questions Control Conversations
 - ◆ *Arm “wrestle” exercise*
 - ◆ When the reds and blues appear in the rearview mirror
 - ◆ Understanding the power of asking the right questions during good or difficult conversations
- ◆ The Cycle of Conversation (Stages of Discussion) and the O.A.S.I.S format
- ◆ Proposals Control Dialogue
 - ◆ The value of proposal language
 - ◆ Ways to discuss money without anchoring the negotiation

Potential Learning Objectives

- ◆ Attendees learn that assumptions can equal poor results
- ◆ Attendees garner strategies on crafting questions and environments that allow people to share information
- ◆ Attendees learn how to use questions to keep from caving on price, accepting poor propositions, or being manipulated.
- ◆ Attendees learn the different stages of influence and negotiation conversations.
- ◆ Attendees learn ways to make offers without anchoring the negotiation.
- ◆ Attendees learn a method to keep clients in the dialogue while offering options

DOOR FOUR: VALUE MATTERS



Agenda:

- ◆ Bridging the gap between Features and Benefits
- ◆ The Nature of Objections and Tactics
 - ◆ Is it an objection or a tactic?
 - ◆ The origination of tactics
 - ◆ The role of tactics
- ◆ How not to succumb to manipulation/tactics
 - ◆ *The conversation ball*
 - ◆ Four potential ways to escape manipulation

Potential Learning Objectives

- ◆ Attendees learn the potential reasons clients purchase
- ◆ Attendees learn how to create benefit statements that persuade.
- ◆ Attendees learn to potentially identify manipulation *verses* true objections
- ◆ Attendees learn how to answer and/or redirect true objections
- ◆ Attendees learn the foundational information concerning tactics
- ◆ Attendees learn strategies to escape and reverse tactics in a conversation



Jer Dunlap is a consummate professional that delivers results. While on active duty, we employed him to help train our senior Special Operators. The courses in Advanced Negotiation Strategies were instrumental in providing critical skill sets that augmented our contributions to deployed SPECOPS forces; especially while conducting Foreign Internal Defense and Cultural Engagements overseas. His technical instruction and dedication to his craft really resonates with his students and he has my highest respect.
-Aries Lynch, USN SEAL (Ret.)

ABOUT JER

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A sought after communicator, Jeremy Dunlap (Jer) brings nearly two decades of speaking experience to the stage. His humor, storytelling, and driven points have made him a popular business world speaker with a client list that includes the likes of Gulfstream, Texas Instruments, BP/Castrol, SABIC, Under Armour, NASA, Dell, AT&T, Honeywell, Century Link, and Panasonic.

In addition he has proudly served as a speaker/trainer for four branches of the United States military including both regular and irregular warfare.

He is the founder of JerSpeaks and WHOLE Training Solutions Institute. With a focus on audience engagement and learning, WTSI creates creative strategies to best engage a client, no matter the audience size.

Among other writing credits, Jer is the author of the book "DANNY: The Virtues Within: What America Can Learn from Navy SEAL Danny Dietz."

Jeremy Dunlap resides with his wife and two daughters in their beautiful home state of West Virginia.