



Moving Minds

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Focusing: where are we now?

- How confident are you with your negotiating & influencing?
- Why did you choose this number?
- What questions or challenges do you have?
- What is one ambition you have outside of your work?



What makes a good negotiation?



Guidelines

- 5 min to read
- 7 to negotiate
- Please don't share your papers, even when done :)
- Good luck!



How did we do?

80% of negotiators fail to maximize their deals!



What are common issues?

- Not digging into the buyer's knowledge enough before introducing price.
- Not utilizing a best case scenario (framing the best possible value)
- Focusing on our bottom line.
- Giving up part of our range/mentioning a range.
- Negotiating against ourselves.



Let's discuss

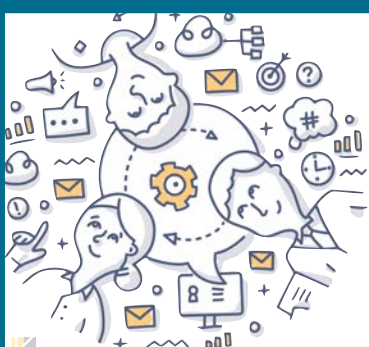
- What did we do well?
- What would we like to change next time?
- How does this relate to your work?
- How do you negotiate against yourselves?



Personal psychology, Process, Framing

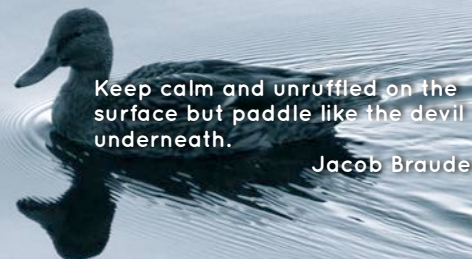


Economic climate, Biases faced



Create **Value**
Claim **Value**
Build **Trust**

Leigh Thompson, Kellogs



Keep calm and unruffled on the surface but paddle like the devil underneath.

Jacob Braude

“ Quick quiz: Should you go first?

Concession Tactics



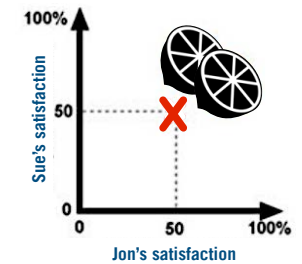
Start \$100, Finish \$60

1.	10	10	10	10
2.	0	0	0	40
3.	40	0	0	0
4.	3	7	10	20
5.	20	10	7	3
6.	10	18	8	4

You WILL make at least 4 concessions.



The story of the orange



Most people do not listen with the intent to **understand**; they listen with the intent to **reply**.

-Stephen Covey



Go **open**.

Whoever controls the questions, controls the conversation.

Go **deep**.



- Where did you grow up?
- What do you like about your job?
- Where is one of your favorite vacation spots?
- What is the best or worst movie?



Question **without** questions

Minimal encouragers: Really? Interesting! Silence. Huhh.

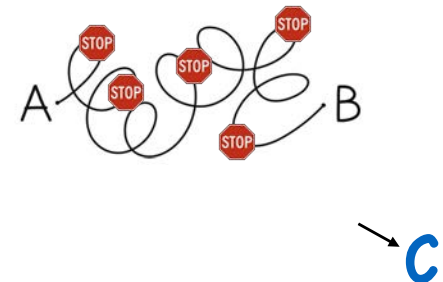
Stating Your Impression: It sounds to me that... - I feel as if... - I get the impression that...

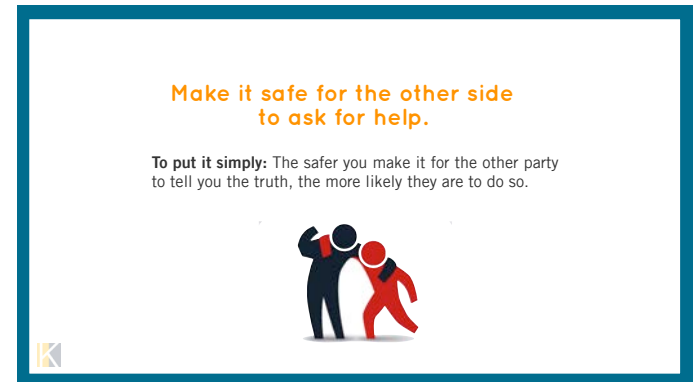
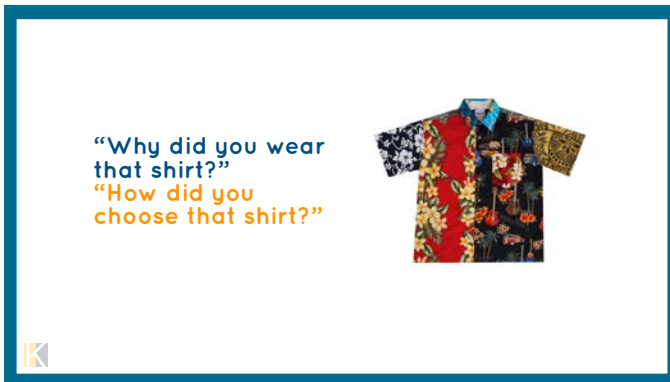
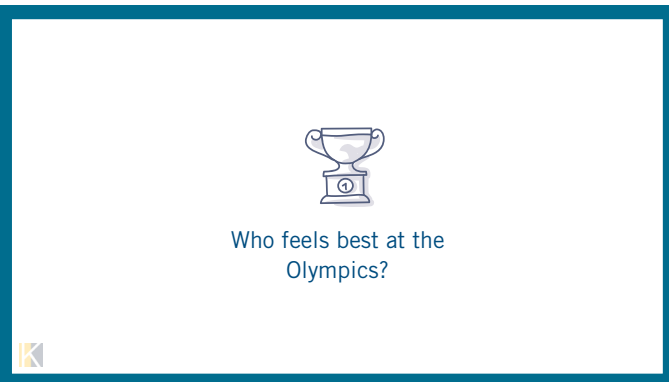
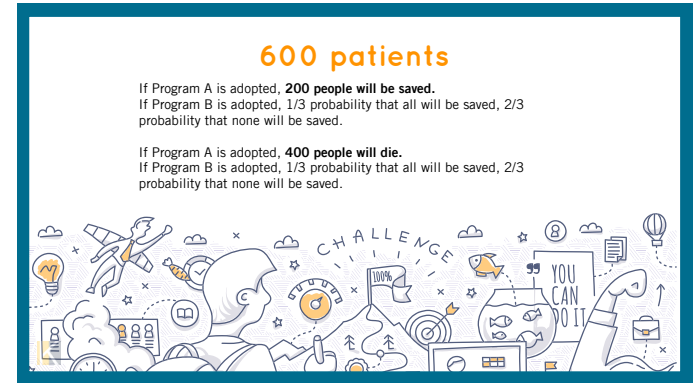
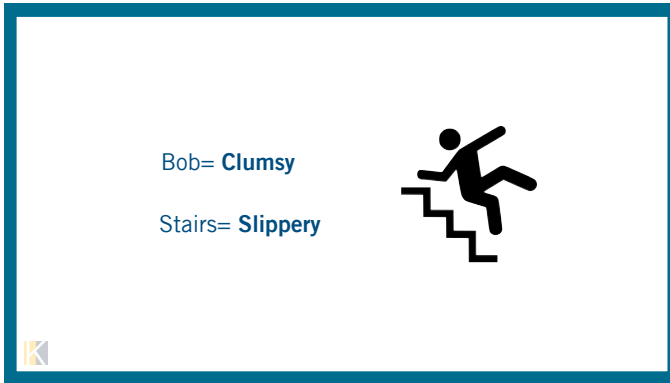
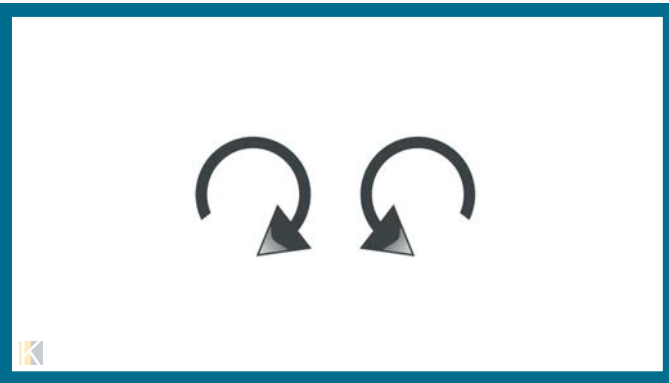
Summarize: 'So what I think you are saying is...'



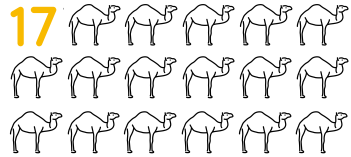
The greatest danger for most of us is not that our aim is too high and we miss it but that it is too low and we reach it.

- Michelangelo





How can we **improve**?



A good negotiator plays the game well; a great negotiator changes the nature of the game itself.



William Ury, 2010

