The Art of the Ask – Negotiating with Confidence

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2:00 PM–3:00 PM (Eastern)
Welcome

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Before we get started...

• Today’s webinar is being recorded.
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• Presentation and audio-replay will be made available by Friday, May 24th.
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Speaker

Selena Rezvani
VP, Consulting & Research at Be Leaderly;
Author, *Pushback*
of a woman's career success hinges on her “pushback skills,” according to c-level execs.

“Do no harm but take no bleep”
Behind every woman who gets promoted is herself.
6 Essential Elements of Becoming a Fierce Negotiator

Prep:
1. Chart your options
2. Style your pitch

Maneuver:
3. Embody Success
4. De-Risk It

Close:
5. Use Strategic Silence & Questioning
6. Undress Objections
Prepping a Negotiation
Prepping a Negotiation

1. Chart your options
2. Style your pitch
Give Yourself Options (alternatives to your 1st choice request)
Prep: THIS is the power stage!

- **Position**: Holding on to a fixed idea and arguing for it, regardless of any underlying interests

- **Interest**: Reaching beyond stated positions to advocate underlying motivations and needs
What do you really want?

<table>
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<th>Interest:</th>
<th>Represented by:</th>
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<tbody>
<tr>
<td>Monetary recognition of my value</td>
<td>• Higher base pay (1)</td>
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<td>• Bonuses</td>
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<td>Public recognition of my value</td>
<td>• Improved title (2)</td>
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<td></td>
<td>• Visible, high-profile projects</td>
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<td></td>
<td>• Leadership role on projects</td>
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<td>Self-care, well-being</td>
<td>• PTO (3)</td>
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<td>Investment in my leadership development</td>
<td>• Courses (4)</td>
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<td></td>
<td>• OTJ training</td>
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<td>• Conference series</td>
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Know Your Options

**Option A**
- 10% raise
- Title change to Director
- 5 extra days PTO

**Option B**
- 8.5% raise
- Add “Senior” to current title
- 4 extra days PTO

**Option C**
- 7% raise
- 3 extra days PTO
- $2,000 course
Who do you find it hardest to negotiate with?

A Different Personality Type

The Analyzer
The Withholder
The Devil's Advocate
The Authority

Figure Tailor Your Pitch Using the Platinum Rule
Style Your Pitch with “GPS”

Goals

Passions

Struggles

Personal short- & long-term business objectives

Business & personal causes they care deeply about

Obstacles or commitments holding them back

Source: ‘Business Relationships That Last’ by Ed Wallace
We need to talk about money... not just with our friends.
Maneuvering Through Gameday
Maneuvering Through a Negotiation

3. Embody Success

4. De-Risk It
Passivity: appeasing & apologetic

“Your idea or stature is more important than mine”

Aggressiveness; domineering & insistent

“My needs are more important than yours”

Healthy entitlement: Honest, open & direct

“You are no more or less important than me”
Embody
Success
Embody Success

→ Stride in!
→ Be a physical presence

Be aware of your physicality:

• Smiling
• Nodding
• Broken eye contact

• Research Shows...

(Photo Courtesy: Wikipedia)
Deferential

You & I vs. The Problem

(Photo Courtesy: 20th Century Fox)
De-Risk It

- Connect it to what’s familiar
- Make inaction the enemy
- Use precedent
Closing the Deal
Close the Deal

5. Use Strategic Silence & Questioning

6. Undress Objections
Strategic Silence
2 Types of Questions

Open-Ended: Encourages a full, meaningful answer

- How does that/this fit?
- What makes you ask?
- How are decisions like these determined?
- What’s the rationale behind that?
- Can you say more about...?

Assumptive: Points listener in the right direction

- When should we get started?
- If we can deal with [objection], do I have your approval?
- Why don't you give me/it a try?
- How does an initial trial sound?
- What needs to happen next to make X a reality?
“Power is about 20% conferred, and 80% taken.”
—Jeffrey Pfeffer, PhD, Stanford University
Remember, if you dislike the terms now, you’ll hate them later.
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Today’s slides & bonus articles are available at www.beleaderly.com/HDA

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Closing Thought

@SelenaRezvani
If you never hear no, you're not asking for enough.

—Linda Babcock & Sara Laschever
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Thank you