

Maverick Negotiation Quick Start Steps

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“So much of life is a negotiation - so even if you're not in business, you have opportunities to practice all around you”. - Kevin O'Leary

Dear Reader,

I've said it before and I'll say it again. If I completely forgot everything that I ever learned about influence and persuasion, with the exception of the ability to really effectively negotiate, I'd still be ok because every important big stake issue or scenario that I've ever found myself in where I had to position myself for victory to win even through verbal communication or non-verbal communication or just outright influencing the other party to give me what I want, I've had to negotiate.

A negotiation has taken place on one level or another and that's why the power of the ability to effectively negotiate is something that you can't really even put a price tag on because it's going to save you years of time, money, energy and resources that you probably would've spent unnecessarily, had you not had the power to effectively negotiate. So in this PDF, I'm going to take you through the essential steps that you need to take to set yourself up as a power player so no one ever takes advantage of you, so you always get what you want and you never walk away feeling like you got duped. Let's jump into it.

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Negotiation Techniques

Step 1 - Create Breathing Room

One of the most important rules of any kind of negotiation is that you should **never ever put yourself in a position where you can't move anymore**. This is actually a very common error that novice negotiators make when they start to enter into uncertain interactions with power negotiators or when they start to deal with people who've been negotiating with others their whole life. It's just a very bad thing to do.

- **Most negotiations ONLY move down; not up** - Novice negotiators wind-up trapping themselves because they allow themselves very little breathing room during actual negotiations. The first protection against this type of situation is by demanding more than you actually expect to get from a negotiation. The reason why is because most negotiations only move down, not up. It's kind of an unwritten rule when it comes to negotiation that most people will move down, but they will not move up. So, doing this is actually one of the most effective negotiation strategies and it's almost overlooked all of the time.
- **Asking for what's normally expected is a mistake** - The reason why it's overlooked is because a lot of people think that it's only logical to ask for what is normally expected in certain situations, but asking for what's normally expected is actually a big mistake, it's not a good thing. Let me give you an example; let's say you bought something online and it took two weeks

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longer than it was supposed to, to arrive at your house, why would you demand for the online store to send you a freebie or a bonus or a partial refund to compensate you for the wait? Well the question that I want to ask you is, why not? There is no written rule that states that you cannot ask for more than what's usually expected. If you demand more than what's expected, you automatically give yourself breathing room during a negotiation.

- **You don't get what you don't ask for** - Always remember, you don't get what you don't ask for. I can't tell you how many times I've seen this in life in general. When I was a Sales Manager, I saw many people complaining about not getting sales or not meeting their quotas or not having the amount of money that they want to have but yet they didn't ask for it. It's essential that you remember that you never get what you don't ask for. During negotiations, people often feel that they can't go up in terms of their demands, they can only go down as I mentioned before. So if you're already down in terms of your demands you're going to be easily coerced to go down even further, This is not a good way to protect your position as a power negotiator.
- **Develop your MAP (Maximum Acceptable Position)** - The next step is to begin to develop your MAP or your 'Maximum Acceptable Position' and then play within the guidelines. The MAP or the 'maximum acceptable position' is basically the limit for the both of you. If you exceed the MAP, intentionally or unintentionally, the risk of the other person walking away increases exponentially. Therefore, you have to always remember that during a negotiation, the other party can always walk away and when you leave the interaction, you're going to

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leave with nothing. You haven't really gained any benefit from all your hard work or from all your attempts. You just basically failed at your goal. If your goal was to get something you didn't get it. So, the MAP is always important during a negotiation because in interactions like these, logical thinking can often be thrown out the window and people start to rely on emotional impulses.

- **Your MAP must seem logical to the other party** - It's very important that you latch on to a particular position very early which will provide the maximum benefit to you but also remains acceptable and logical to the other party. The MAP has to seem logical to the other party. If it doesn't they're automatically going to start using their defense mechanisms and building up walls and just shying away from being interested in doing any kind of business, bargaining or negotiating with you because they're going to think that you are not in your right mind and that you're not logical. Therefore, you have to make sure that your MAP seems logical to the other person. Sometimes it's good to explain why you have developed your MAP or what the reasoning is behind it. You know, one of the most powerful words in the English dictionary, when it comes to influence and persuasion is 'because'. Case studies have shown that when you utilize the word 'because', it increases your chances of getting the other person to comply with you by tenfold. We as human beings are conditioned from childhood to accept the word 'because' and relate it to some sort of logical theme. It goes back to when you were a child and you ask your mother or your father if you could have something and they say "No" and you say "Why" and they say "Because I said so". It automatically

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conditions the brain to think that what comes after 'because' equals a logical explanation, even if it's not necessarily a logical explanation. So, **utilize the word 'because' and explain why you have developed your MAP or your maximum acceptable position.** Now, I don't want you to ever get confused and think for a second that there's always a way to come out on top even if the negotiation position has far exceeded what people have expected.

- **Develop your INP (Initial Negotiating Position)** - If you're negotiating with someone that you know absolutely nothing about, such as their name or the nature of their work, it's very important that your initial negotiating position is high enough to allow you to readjust your approach during the actual negotiation. We call this the process of developing an INP. An INP is your 'Initial Negotiating Position'. You want to aim for the highest initial negotiating position if you have absolutely no information about the other party. There's a couple of reasons why:
 - **People tend to grossly make inaccurate assumptions about the other person** - Here's an example: if you're negotiating for a better price on a car, you might be thinking that the car salesman is going to bow down to your will because his workplace is far from new and it seems to be on the brink of collapse. Maybe he hasn't made a sale in while and you're in a position of power while he's in a position of vulnerability. But what if you run into a salesman who's a thirty year veteran? What happens to you when he brings out his own arsenal of negotiation strategies? What if he drives up

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the price because he generally knows more about car models, mileage, book value of cars and thing like that, than you do? Now, I realize that this is a worst case scenario if you're intending to get a better deal on a car but it's always possible and the fact of the matter is that no one can ever fully comprehend what the other person might be thinking. We can only do so much to deduce what type of strategy the other party is going to use to gain a better negotiation position.

- The second reason why you want to aim for a higher initial negotiation position or a higher INP, is that **you'll be able to better adjust your approach and your demands based on what the other party can agree to**. As you negotiate with the other person, you're going to learn more about what they need and what they can actually provide at that moment. You can use this vital information, this 'intelligence' as I call it, to gradually modify your own position to suit the situation. Let's face it, it would be utterly pointless to demand something outlandish if the other party can't even come close to accepting that demand. You might be able to say that the other party will walk away knowing that you're very assertive during a negotiation but at the end of the day, you also walked away with nothing. You didn't get what you want. In addition to that, **if the other party knows nothing about you, their demands will be high as well**. Don't give in or give up the negotiation if this is the case. This kind of situation can be challenging but it'll be good practice for you as you continue to expand your skills as what we call a 'Maverick Negotiator'. It is going to be helpful to view the outlandish demands of the

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other party as a signal that they want to know more about what you can do for them.

It all boils down to continuously adjusting your position so that you will still be able to walk away with the highest possible benefit. This is the best end goal for every interaction that involves a negotiation because some negotiators end up giving up too many concessions and then they end up with a losing proposition. This often happens when you become emotionally engaged in the product, service or a specific thing that is up for negotiation. You become emotionally connected to it and you stop using your logic. This completely detracts from what you want to do and how you want to position yourself if you want to be a power negotiator.

Step 2 - Sweeten the Deal

People often times think that a negotiation is this consistent, monolithic approach that you conserve as a very ridged blueprint. It sounds like a good description when we think about it but the reality is that it's not a monolithic approach at all.

- **Negotiations are rhizomes** - Negotiations are dynamic and they don't have predictable structures. There are guidelines that you can play within or use as touch points when you negotiate with people but any kind of human communication, influence, persuasion or salesmanship never has a uniform approach. There is never that one thing that works for everyone.

I always quote the great Bruce Lee. When people asked Bruce Lee - who was one of the greatest martial artists of our time- ***“What’s the best approach?”*** he would always say ***“Everything works but not everything works all the time.”*** The key is to educate yourself. To have the knowledge is to know what to do but you also want to apply your

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knowledge based on the situation and that's where the rhizome aspect comes in. Rhizomes lack predictable structures so that's why I used them as a perfect metaphor for negotiation. So remember this; if a book or person tells you that there are ten or a hundred secrets to great negotiation, that person is really barely scratching the surface. Let me explain. I want to share with you a strategy, that is so simple, but so effective that it's actually been used by power negotiators around the world for decades. It's called "**the reduction principle**" and it's really quite simple.

- **The Reduction Principle** - The strategy is this: a deal often becomes more acceptable after you remove some components. The strategy is based on the fact that people are generally willing to accept the deal if seemingly unnecessary components or details are removed. This approach to negotiation is also tied integrally to the fact that people are often willing to accept less if they still end up getting what they really need from a negotiation.
- **Add and then subtract** - The next time you make an offer during a negotiation, add some stuff to the table that originally wasn't there. Then after making the table a bit more cluttered with additional offers gradually remove that clutter and see if the other party becomes more willing to accept the original offer. You're going to see how well this works when the other party expresses it's relief that the clutter is gradually being removed from the negotiation table. What's interesting is that often times negotiation parties tend to experience amnesia. Once the clutter is removed people become so preoccupied with feeling relieved that the additional components are now gone, that they forget what they were actually refusing to do in the first place. They

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forget about the refusal of the initial offer. This is very important.

- **Never take the first offer** - The next step is to never fall for the first offer. If you really want to be successful and want to come out on top, you have to remember to never agree to the first offer that the party throws at on the table. This principle applies to any possible scenario. I have to remind you that you have to show some level of resistance, even if the other party is giving you the sweetest offer that you could imagine, never agree to the first offer. Even if you're pressed for time. Even if you really need to acquire the advantage or benefit from the interaction. Even if it suits you perfectly, you don't want to do it. If you do then two things are bound to happen. Here's an example to illustrate my point:

Scenario 1: Let's say you were looking to purchase vintage gold records to decorate a new room in your house and you put a "wanted to buy" ad on a few websites like Craigslist or E bay. Someone calls you up with some Elvis Presley golden records that are in mint condition. The owner of the gold record drives up to your home carrying the mint conditioned items and inside you're jumping for joy because you know for a fact that it's really hard to get these types of records in mint condition. The owner of the records is carrying a total of six of them and they are priced at \$300 each. Your budget was \$3000 and this is a much better deal than you expected. The guy has six records. At \$300

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each, he has the exact records that you are looking for \$1800 when you were willing to spend \$3000 on them.

Two things are going to cross your mind after you agree to their first offer; both of these things are probably going to drive you nuts;

1. **I Could've Gotten a Better Deal** - People think, after a seemingly easy negotiation, that they could've gotten a better deal and had they stood their ground and asked for a better price or a better bargain had they pushed for it.
2. **Why Undersell the Item?** - The second common thought that comes is that something was wrong with the situation itself. That leaves you with a lot of room for doubt as to why the other party was giving away such an irresistible, wonderful offer.

Believe me when I tell you, you don't want these thoughts hanging over you after a negotiation. These types of thoughts reduce your confidence as a negotiator because you're always going to be thinking about the “what could have been” of your past negotiation. This particular rule is not complicated at all. Just don't agree with what was offered to you first because chances are you could still get a better deal if you just try. The only situation where you should just say “yes” is when someone's holding a gun to your head and he's asking you to hand over the keys to your car. That's the only situation where I would agree and say yes and comply with the first possible offer. Other than that never fall for the first offer.

The second thing that this does is **it trains you mentally to get into the habit of being a little bit of a hard nose when it comes to negotiation.** Remember it's better to be a hard nose than a “softy” because it's going to position you to be that person that people do not walk over.

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Step 3 - Agree and Adjust

The very first thing that you want to do inside of this protocol is to control your emotions. It's easy to respond to an outlandish offer by exploding and acting crazy to the other person. I can sympathize because that's our nature but don't. Instead follow these steps:

- **Control your emotions** - Human beings are emotional creatures but I'm going to ask you to control your emotions because you're not in just any ordinary social interaction there's something valuable or beneficial at stake. When you find yourself inside a negotiation it's very important that you don't compromise your position by wearing your heart on your sleeve and throwing all your emotions out there. So what do you do if the other person opens up the negotiation with an awful terrible offer?
- **Utilize correct feedback** - What you want to do is to utilize correct feedback. There are two kinds of feedback that you can give that are going to help preserve your strengthened position without having the need for hostility, aggression, force or anger. The first strategic feedback is to simply say nothing. You can show a little bit of recoil from the offer but if you feel like biting off the other person's head because the offer was so outrageous, don't say anything until he's done laying down the details of his terrible offer. By being quiet and not sharing your thoughts you're effectively keeping the other party in the dark. I know you may be thinking "shouldn't I be preoccupied with informing the other person of what I'm thinking?" "Isn't communication everything" No, not necessarily. Communication is everything in your relationship with your husband, wife or significant other. In

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a negotiation it has to be utilized the right way. It's one thing to relate to the other party what you need. But as far as giving away your position within a negotiation, that's completely different and something you want to avoid in terms of your approach. When establishing your position, the less the other party knows the better. If you want a more active approach to countering a terrible offer let me give you three steps that you have to take in succession to shift the balance during the negotiation. Lets' assume the other party has dropped it's horrid offer on the table and it's completely terrible. You now have to move fast to make sure they understand what you think of the offer.

- **Agree to reduce resistance** - The first thing you want to do is agree to reduce resistance. Don't be confused. I'm not telling you to surrender, to give in or to comply. What I'm saying is that you can feign agreement to reduce any kind of resistance from the other person. You can say something like "Yes, I hear you. Please continue." Agree to something to keep the other party talking, that's your goal, that's what you have to do immediately after the offer has been made.
- **Utilize social proof** - Next, state that other people have felt the same way about the issue before. For example if you present a software company that specializes in tracking sales online, the other party might be implying they can only manage one third of your asking price and any more is really too high. In their mind, it's highway robbery. Instead of giving in to the urge of snapping on them to show that their dead wrong because your company

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works double time or you have the best technology, you can utilize a reply like this:

"Listen, many people have felt the exact same way about this service package. As a matter of fact, we've had lot of questions as to why our company seems to be so expensive when it comes to providing this type of service. But let me break it down for you so you understand exactly what you're getting".

As you can see you're not trying to fight the other party. Up until this point in time you're still agreeing with what the other party has said. Are you yielding? No! Are you giving in to their demands? No! So what are you doing if you're not yielding to the other demands of the other party? You're simply showing that you're not openly resisting what they've said. The other party might understand that you're not accepting the offer but based on your words and body language you're not resisting either. I know, that's a very good way to confuse you and overload you but that's exactly what it's going to do their mind. Distraction is one of the best principles that you can utilize in any type of interaction.

You simply want to shift the balance by appending the logic of the other person's initial offer and then making your offer. You do this first by providing clear details as to why your offer is more sound and logical than the initial offer. The goal of this step is **not to embarrass or humiliate the other person for making a crazy offer**. Instead, **it's done to convince the other party to defect to your side** instead of following the old route which is obviously not the best one. So how do you accomplish this? It's very easy. This is a template that you can follow.

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“Despite the fact that many clients complain that our services are more expensive than our competition we have found that 100% of our clients - both big and small- become both fully satisfied with the kind of service that we give because we not only make sure that your project requirements are satisfied, we make sure that the whole software system that we put in place is as strong and sustainable as it can possibly be. We never create software frameworks that will crumble when new technology rolls in, we always have the future in mind so we make sure that what we build now can easily be expanded and upgraded for many years to come. You can look at the data we’ve prepared for you to see just how efficient we are in this field.”

This third and final step closes the deal from the initial offer. If you've done your research and you've prepared sufficient data or information for the other party, the initial offer will now be less relevant and less plausible because of the weight of your words considering you've not formally made your offer yet. So, **the key to a successful negotiation is never aggression or force.** Force might have worked for dictators because they inspired fear and they used power to physically and mentally harm other people. But being a true maverick power negotiator is not about brute force. It's centered on the science of persuasion and influence. Force has no place in any negotiation because humans are hardwired to react with equal force if they feel that something is being forced upon them.

Just to recap, step three is to control your emotions, utilize the correct feedback, agree with them to reduce resistance, utilize social proof and then make your offer using the proof and the data that you've brought to the table.

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What you have here is a basic guideline to help set you up for success in a low stake negotiation.

If you're interested in learning how to master the art of negotiation on any scale then you should check out Maverick Negotiation - The Full Set.

<http://worldtalk.bizland.com/id132.html>

Until next time, keep rocking!

Paul Mascetta

