



ZEALWORKS

Selling?

Haggling? B

argaining?

Negotiating?

ANN 7

Setting the price

Must, intend, like.

The Bargain



£900

£25

£800

£750

ZOPA



The Bargain



£900

OK

£25

£40

ZOPA



The Bargain



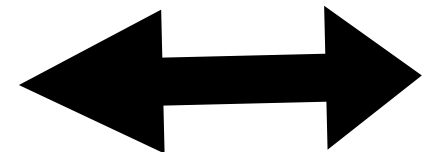
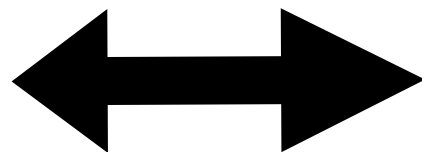
£300

£990

No ZOPA!

£250

£900



Tip 1

- Don't make the first offer

Framing



~~£8.99~~
£4.99



£4.99

Tip 2

- Don't be convinced by the price asked

Setting the price

BATNA

Best alternative to a negotiated agreement

Factors involved

- Setting the price
 - Usually not the price
 - Zopa
 - BATNA
 - 1st offer

Money Exercise



Money Exercise

Person A

You have been offered £10 and have been asked to give some of the money to person B. You can make only one offer and can only keep the money if person B accepts your offer.

Person B

You have to decide whether to accept or refuse the offer.

No discussion allowed

Money Exercise

Person A

You have been left £100,000 in a will with the stipulation that you must give some of the money to person A.

You can make only one offer and can only keep the money if person B accepts your offer.

Person B

You have to decide whether to accept or refuse the offer.

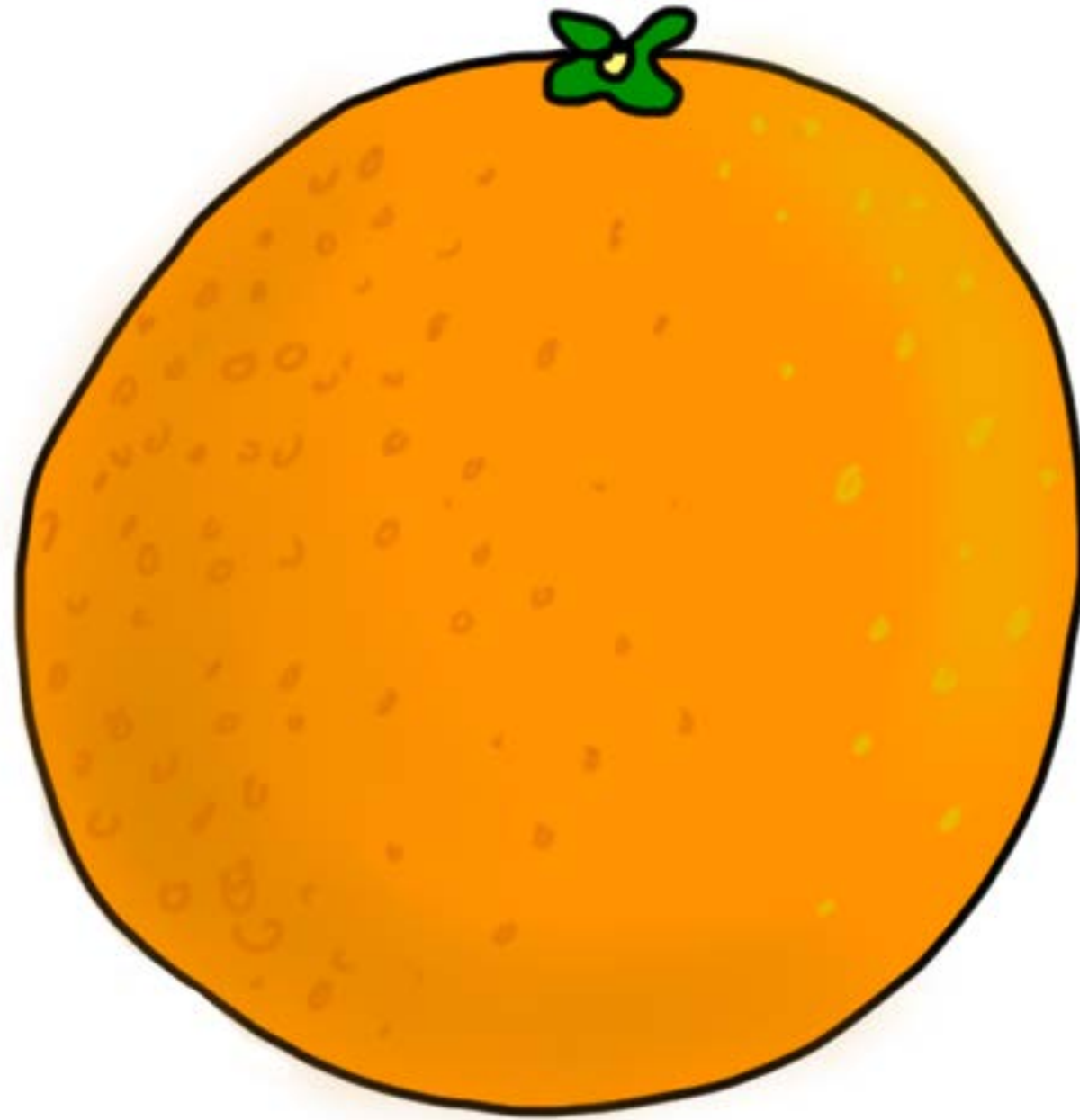
No discussion allowed

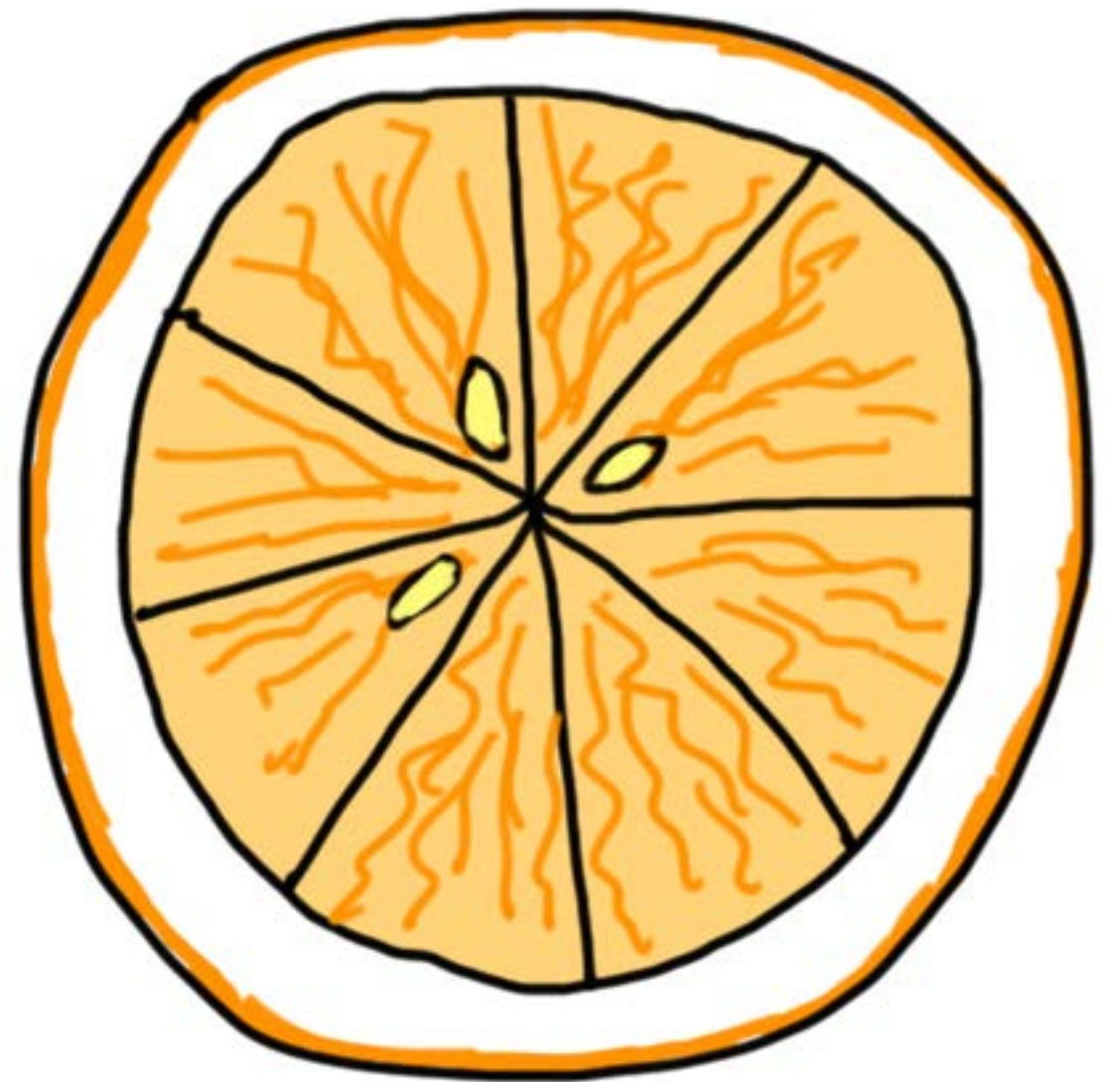
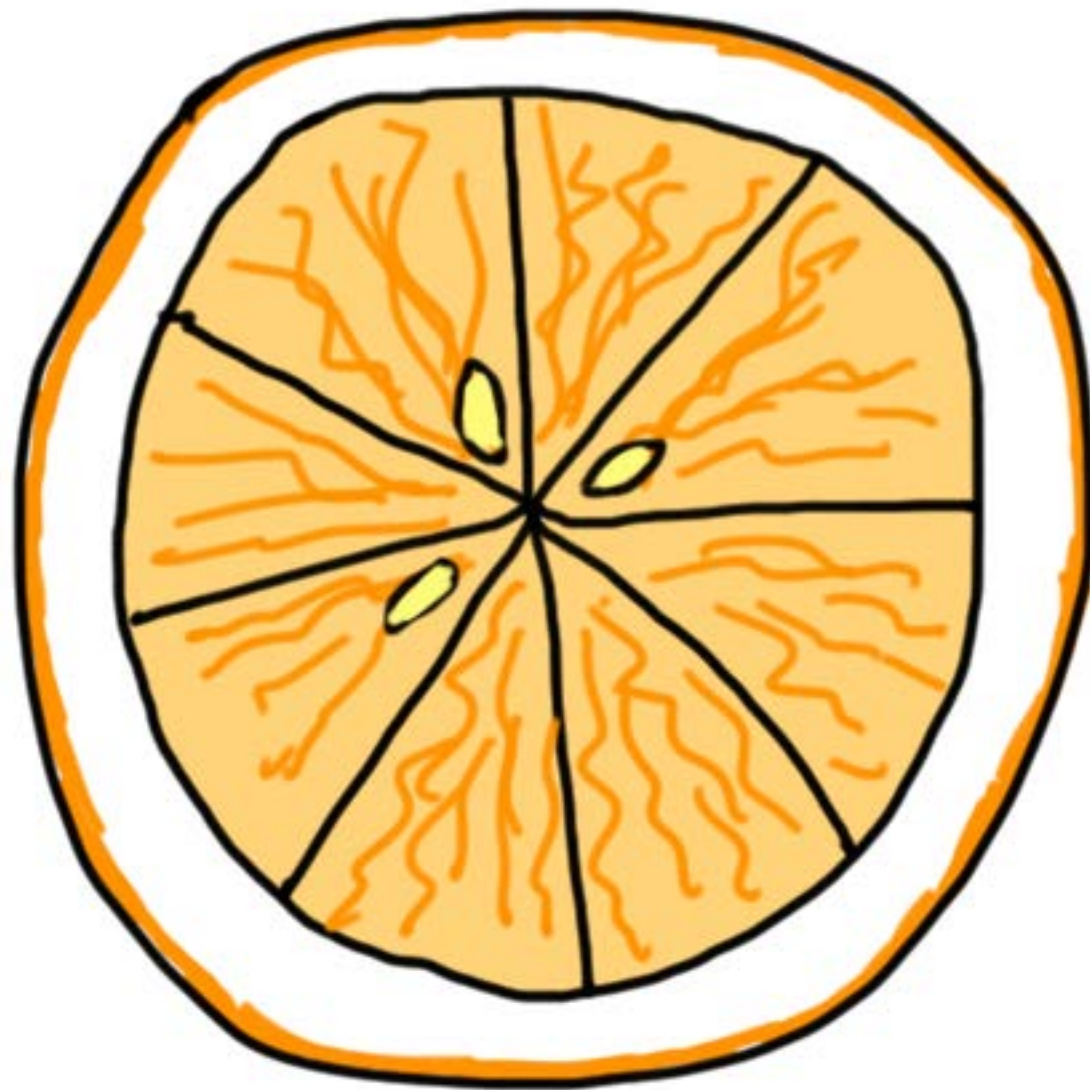
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Tip 3

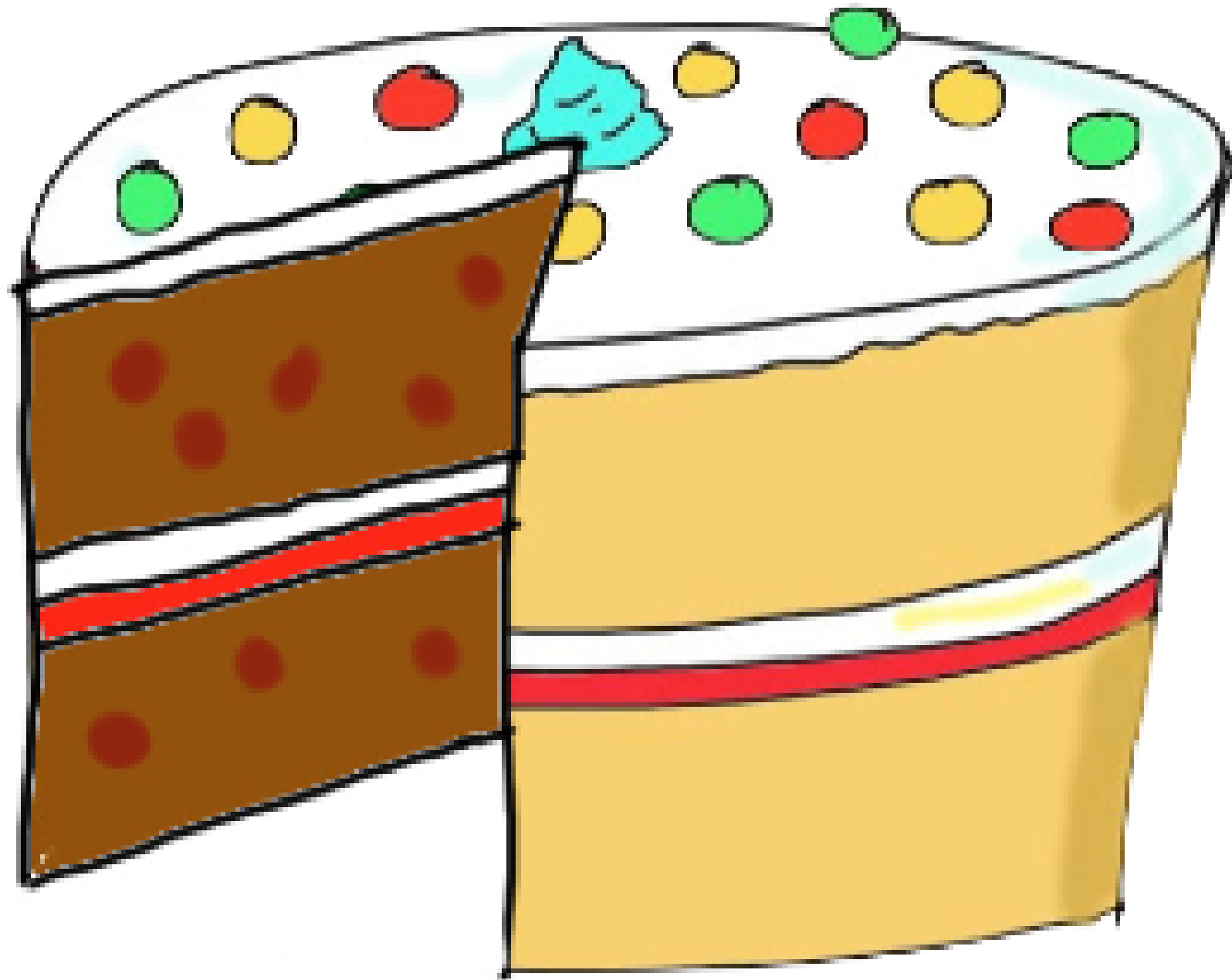
- Leave the other party thinking they got a fair deal

WIN/WIN





Is there a bigger deal?



Orange exercise

- Taking positions
- Looking for options
- Finding people's interests

Tip 4

- Keep exploring options



Make a Gain



Social Acceptability



Pleasure



Avoid a Loss



Pride



Avoid Hassle
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Which car do you prefer?

Toyota Prius



Mini Cooper S



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Getting Information

Uses of questions

- Start a conversation
- Get information
- Confirm assumptions
- Control the discussion
- Get the other party to talk positively about your idea or product



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Make a Gain



Social Acceptability



Pleasure



Avoid a Loss



Pride



Avoid Hassle

INTERESTS

Tip 5

- Focus on interests not positions

Coin Exercise 2



Coin Exercise 2

You have been offered £10 between you.
You can ask for the whole £10 or for £5.

- If you both ask for £5 you both get £5.
- If one asks for £10 and the other £5 then the person who asked for £10 gets all the money.
- If both ask for £10 then neither gets the money

Uses of questions

- Start a conversation
- Get information
- Confirm assumptions
- Control the discussion
- Get the other party to talk positively about your idea or product
- Get a decision

TRUST



Tip 6

- Build trust

Stakeholders

Stakeholders



Stakeholders

Supportive

Nurses

Clients

Assistants

Royal College Practice Standards

Kennel suppliers

Need convincing

Practice Principle

Corporate Board

Bank

Neighbours

Local Council

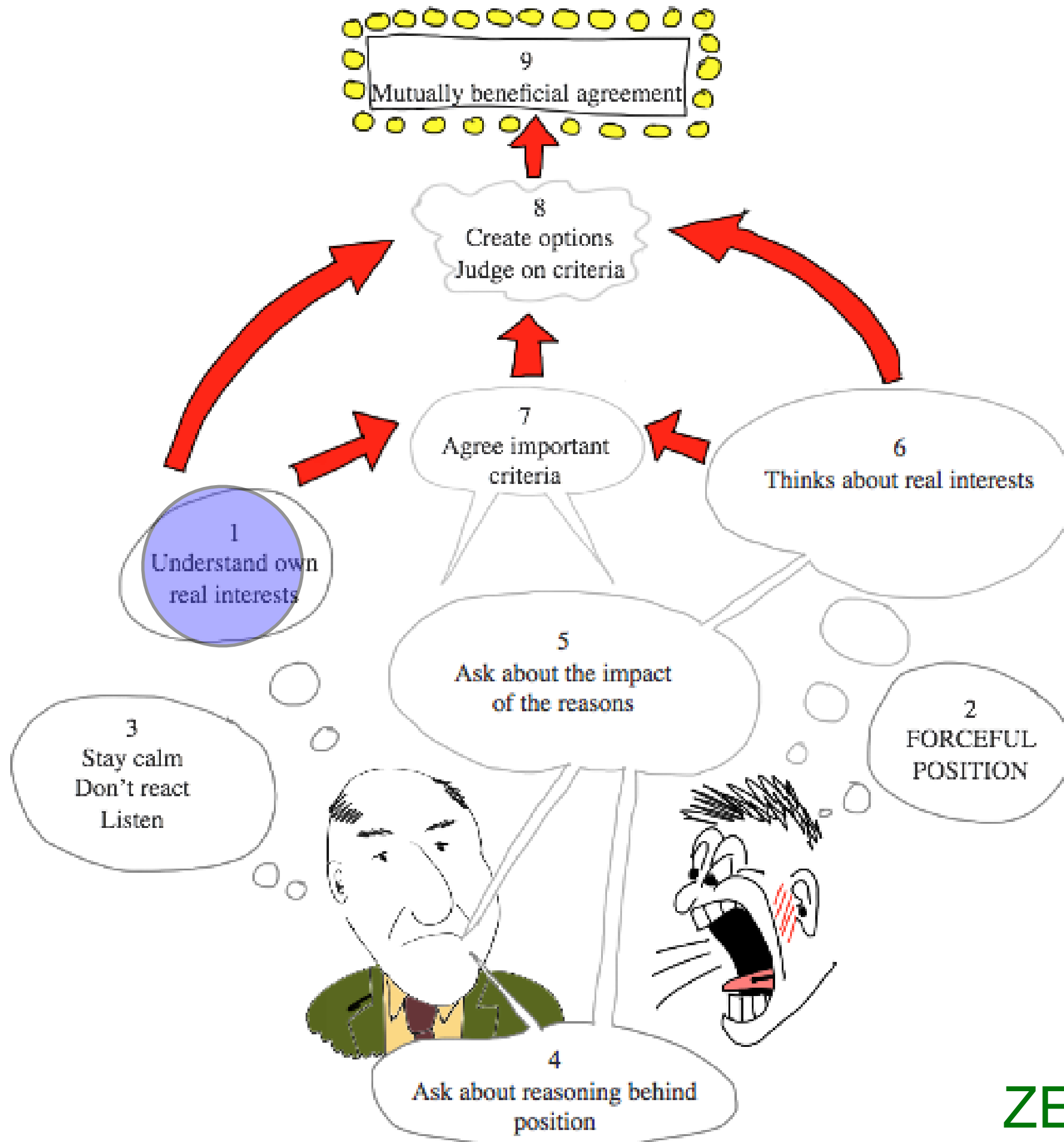
Building owner

Tip 7

- Understand who is affected by the deal

Game Playing

- What sort of games have encountered?
- Strengthening your position?
- Dealing with game players.



Take home

1. Don't make the first offer (ZOPA)
2. Don't be convinced by the price asked (BATNA)
3. Leave the other party thinking they got a fair deal
4. Keep exploring options
5. Focus on interests not positions
6. Build trust
7. Understand who is affected by the deal

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FREE eBook

www.zealworks.co.uk