□【有声书】《麦肯锡高效沟通课·掌握高难度谈判的13种技巧》 高杉尚孝(完整版)处处有...

Motivation

Life keeps changing. Negotiation will be needed for the next stage. Through negotiation, both parties should achieve satisfaction.

1. When negotiating a request

Don't interrupt the ongoing conversion

Aks "what are your thoughts on this" to guess the interests/goals of the counterpart When the details are not clear, confirm first by asking "xxxx. Is this what you mean?".

2. When answering the questions/requests

First, understand the goals/intentions of the counterpart

Prepare yourself with reasonable answers.

You should take a top-down approach.

Your ideas, then your justification (such as numbers and quotes).

Control your emotion

Leave some intervals for thoughts/considerations

3. Adjust/Fine-tune the thoughts/plans

From top down first, then from down to top

4. Well-prepared is crucial

Need to have backup/alternative plans to replace current plan If xxxx, we could yyyy. What do you think?

- 5. Endurance / keep patient
- 6. negotiation goal should be set up a little higher, leaving room for negotiation.
- 7. If you run into roadblocks, find alternatives to achieve your goal, rather than working on the aftermath.

During the process, you should express yourself well with the right justification/reasons.

8. Sometimes it is good to negotiate with high-level personals

If you can talk through with staff, talk with seniors.

High-level managers will show employees how to handle such situations, without accelerating the situation.

- 9. Do research (compare with others), discount on batch, and mention others' discounts.
- 10. One made harsh proposals while another uses kind approaches/suggestions.
 A similar strategy, presenting the worst suggestions, and later mentioning a better one.
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- 11. Listen carefully to the questions. What is their true intention?
- 12. Watch out for the free gifts requests.
- 13. Justify your price. Make alternative plans.
- 14. Handle pre-determined decisions.

Break the ice. Think in the other's shoes, then ask for his/her support for possible leeway.

- 15. When negotiating over the phone, understand the purpose of the caller. Call back later with suggestions.
- 16. Learn the counterpart's characteristics/behavior, and act naturally in a similar manner.
- 17. Forget the silent cost. Don't be forced to make bad decisions.