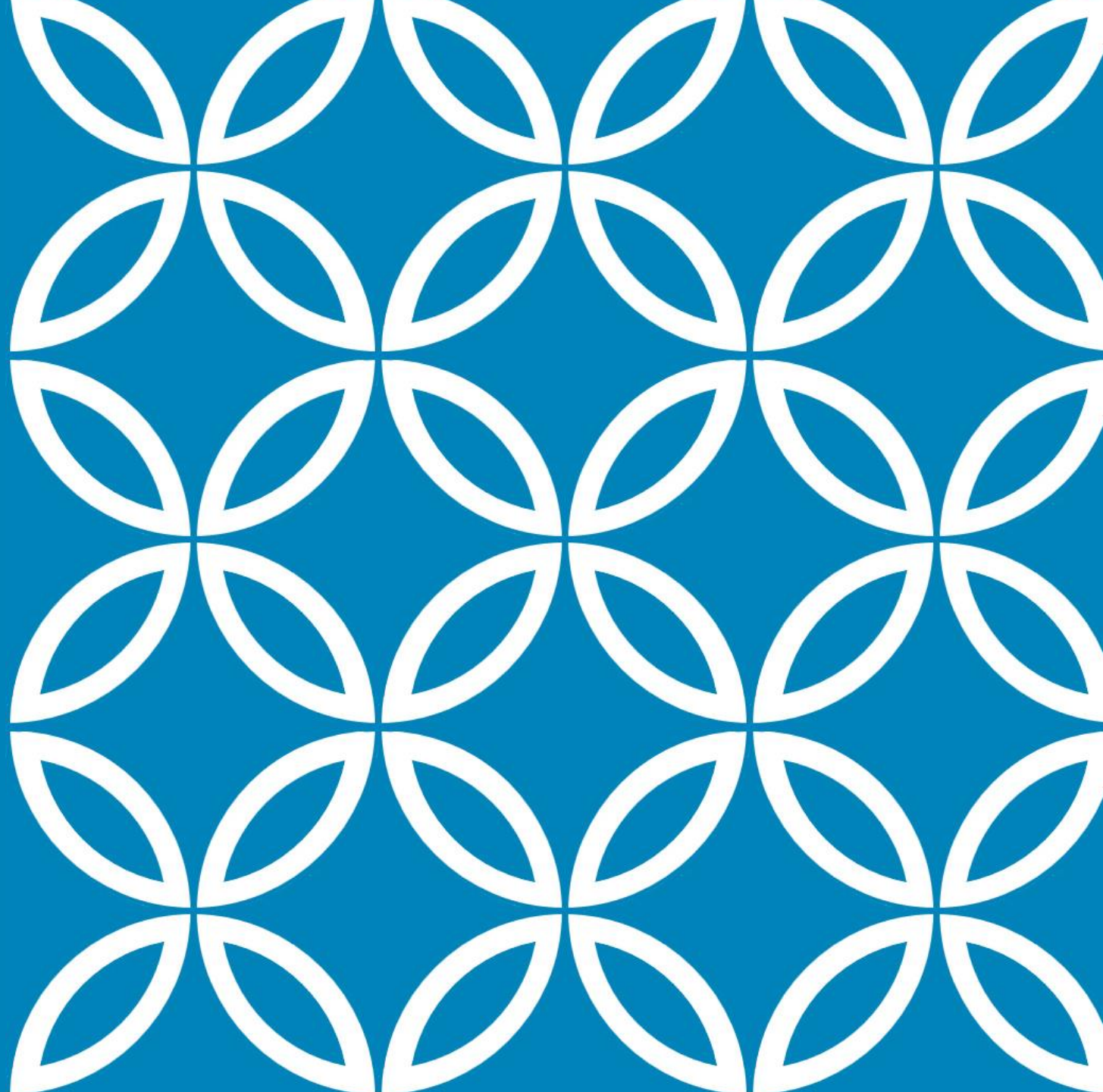


NEGOTIATING WITH YOUR MATES

Hannah Alexander-Wright
hannah@alexander-wright.co.uk

English UK Marketing Conference 2018



THE SESSION

- Pros and cons with working with friends
- Transactional Analysis
- Ego States
- Manipulation and persuasion
- Toe-curling examples of negotiation
- The golden rules of negotiation

PROS AND CONS OF WORKING WITH “FRIENDS”

What considerations do you need to think about when working with agents who are friends?

WHAT IS A TRANSACTION?



Transaction stimulus... transaction response

BREAKING THE RULES OF TRANSACTIONS



Different strokes for different folks...

EGO STATES

P

Parent: caring, protective, critical, telling off

A

Adult: logical, rational, neutral, problem- solving

C

Child: excitable, curious, petulant, genuinely friendly

PARENT, CHILD, ADULT



Parent: collection of recordings of external events experienced as a child – be nice to others, sit properly at the table, don't tell lies



Adult: weighs up both experiences and emotions from Parent and Child to come to conclusions about the world – I saw the dog bite the postman so I'm not going to pat that dog.



Child: recordings of internal events associated with external events experienced as a child – emotions and feelings – the horse made me feel scared, the car journey made me feel sick

EGO STATES IN A NUTSHELL

Parent: Taught concepts (external)

Adult: Learnt concepts (observed and reasoned)

Child: Felt concepts (internal)



SAME STIMULUS, DIFFERENT RESPONSE

Adult to Adult

(A): Where are my shoes?
(A): By the back door.

Adult to Child

(A): Where are my shoes?
(C): You always blame me for putting them where you can't find them!

Adult to Parent

(A): Where are my shoes?
(P): Why don't you leave them somewhere you'll find them?



MORE EXAMPLES

Me: Hey, let's sneak off early from this presentation and go to the pub!

(Child)

You: No. This is an important conference and you need to finish your session.

(Parent)

You: Yay! I promise I won't tell!

(Child)

You: Why don't we finish the session and then go at the end of the day?

(Adult)



MORE EXAMPLES

Me: Gosh this bag is really heavy...

You: Oh my goodness, you'll pull a muscle! Get someone to help you!

(Nurturing Parent)

You: I told you not to pack so much.

(Critical Parent)

You: I can help you, let me take one of the straps.

(Adult)

You: Ha ha, mine's not!

(Child)



MORE EXAMPLES...TALKING TO YOURSELF

Me: Sarah just called, I didn't get the job.

...I'm not surprised. I wasn't prepared and shouldn't have gone for it in the first place.

(Critical Parent)

...It's not fair, I never get what I want at work.

(Child)

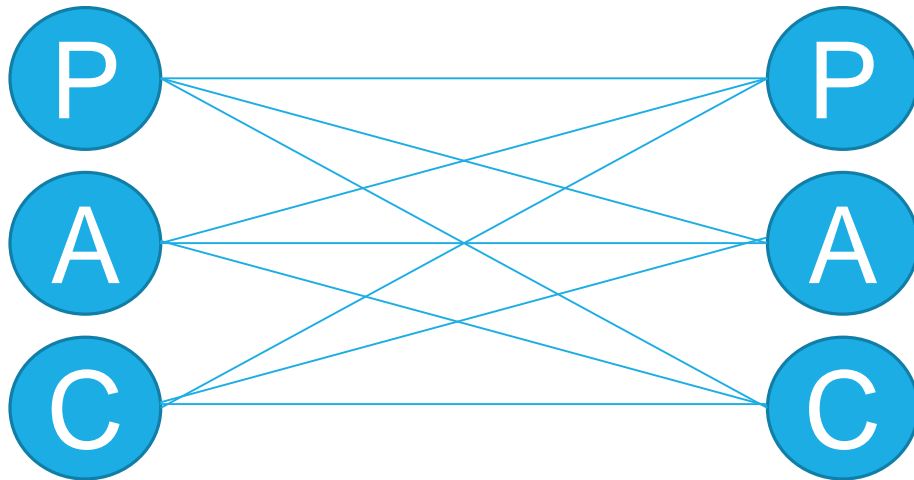
...I'm disappointed but I gave it my best shot.

(Adult)

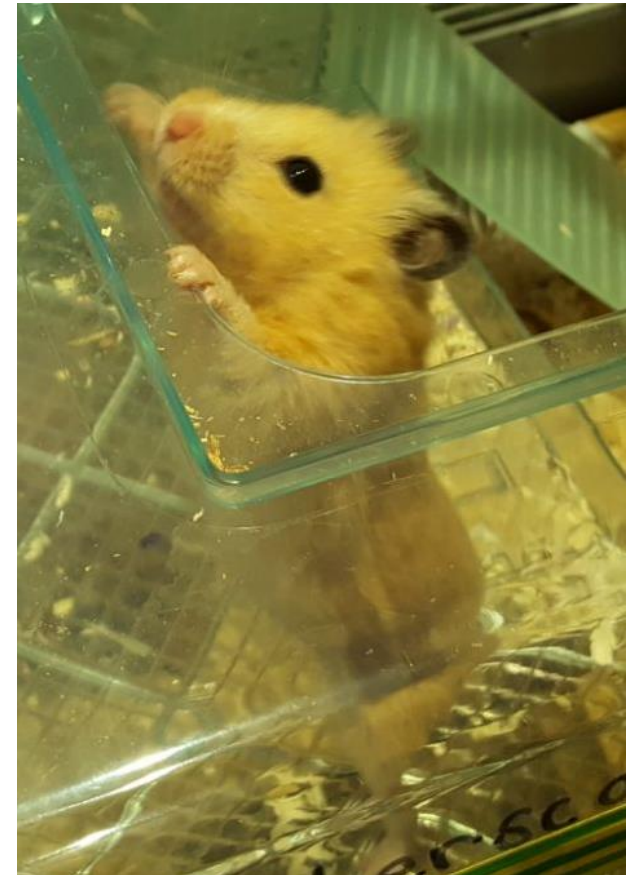


THE GAMES WE PLAY: MANIPULATION

Eric Berne "Games People Play", 1964



I will use a specific ego state to elicit
the response that I want...



DISHONEST SALES

Salesman: This car is amazing, but it's a little out of your price range sir...

I'm going to use my Parent ego state to elicit a child response which will make him buy!

Flashy man (*responding with Child ego state*): No, I *can* afford it! I want to buy it now!

OR

Clever man (*responding with Adult ego state*): You are right sir. Thank you. I shall go to another, cheaper garage. Many thanks!



SALES AND MANIPULATION



EGO STATES AND THE ART OF PERSUASION

Agent sales and partnerships

Sales and persuasion: 70% Nurturing Parent, 30% Adult (David H Sandler, www.sellingpower.com)

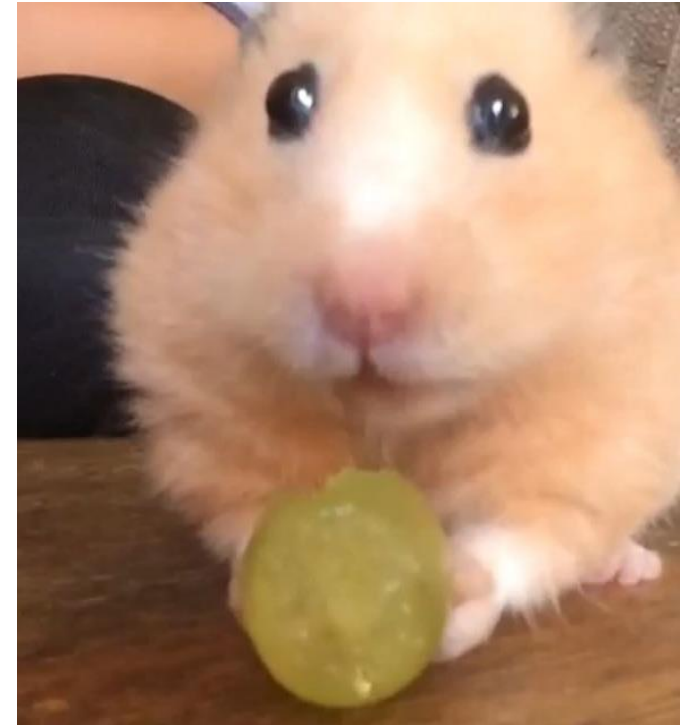
Nurturing Parent:

If I was in your position, I'd buy X.

If I was in your position, I'd want a reliable language centre to offer my students

Adult: Question, give facts, be neutral

What kind of courses are your students interested in? What would make you work with my language centre over another? Did you know 98% of our students would recommend us to their friends?



TIPS FOR USING EGO STATES IN PERSUASION

- Adopt the Nurturing Parent / Adult for a more genuine sell
- Identify the adult and address this if you feel reluctance
- Be prepared: know your facts and anticipate issues
- Remember eliciting the Child response seldom wins confidence
- If someone is challenging you with their Child ego state, call them back to adult by asking for their opinion or by stating a few facts
- Be honest and believe in what you are selling or presenting



LET'S WATCH SOME TELLY

1. Which ego states do you notice?
2. What good negotiation techniques are demonstrated?
3. What rubbish negotiation techniques are demonstrated?
4. How would this negotiation be different if they knew the person well?
5. **Can you find any “Golden rules of negotiating with Agents”?**



GOLDEN RULES OF NEGOTIATION WITH YOUR MATES (AS AGREED BY THE DELEGATES)

- Be authentic
- Know your stuff
- Know your walk-away point / what you're allowed to give away
- Win / win is the only option (for a long-term sustainable relationship)
- Know your boundaries and communicate them clearly
- Understand your clients' needs
- Know what the customer wants. Plan your negotiation. Know your bottom line. Know your products. Use adult ego state
- Find out what they want
- back up your negotiations with facts and figures. If you clearly explain why you can/can't offer something, they'll be more willing
- Listen - understand who they are and what they need Know the boundaries - don't over promise Make them feel special - lasting relationship
- Prepare Listen Engage Discuss Tailor Provide a solution to their need
- Revisit what they want so you understand them properly - don't assume you know what they want as this will change over time
- Build relationship first, ask questions is best method to gain understanding. Don't rush in to negotiation and find budget and limits first

THANK YOU

Hannah Alexander-Wright

hannah@alexander-wright.co.uk

www.alexander-wright.co.uk

