

# *New Negotiating Edge*

## *Mastering The Language Of Persuasion*

*FIRST YOU CONNECT  
THEN YOU CONVINC*



*KEY POINT: The #1 criteria for advancement and promotion for any professional in any profession ...”*

*Harvard Business Review*

### *The “PROCESS”*

A well thought out, choreographed series of steps congruent with our values and based on both research and experience that accomplishes a specific outcome ... **YES!**



#### 1<sup>ST</sup> THERE MUST BE TRUST

Key Point: The common mistake is to attempt to give advice to someone who is unreceptive, your words will only fall on deaf ears or will be misconstrued.

#### COMMONALITY

People like people who are like themselves ... or, are like how they would like to be. Which means most people live in a very limited world unless they learn how to purposefully expand that world.

## THE SCIENCE OF - NLP

The 3 main channels by which we sort and process our experiences:

- V \_\_\_\_\_
- A \_\_\_\_\_
- K \_\_\_\_\_



- Match & Mirror – *Words and phrases*

### Visual words/clusters

*an eye full*

*appears to me*

*in light of*

### Auditory words/clusters:

*loud & clear*

*clicks for me*

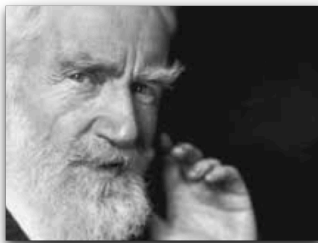
*really purrs*

### Kinesthetic words/clusters:

*get a grasp of*

*embrace this*

*wrap my arms around*



*“In the right key one can say anything, in the wrong key nothing; the only delicate part is the establishment of the key.”*

*George Bernard Shaw*

- Match & Mirror – *The “right” key*

*Tone*

*Tempo*

*Volume*

- Match & Mirror – *Physiology/Body Language*

*Posture*

*Facial expression*

*Breathing*

*Touch*

*Proximity*



“If you talk to a man in the language he understands, that goes to his head. If you talk to a man in his language, that goes to his heart.”

Nelson Mandela

## Understand Their “Style” – Win Their Minds



KEY POINT: People don’t care about you as much as they care about how they feel about themselves while they are in your presence.

PAUSE ... and try to understand!

- If they don’t want what you want, *pause and attempt to understand* before you try to “correct” them
- If their emotional response to a situation is less or more than yours given the circumstance, *pause and attempt to understand* before you try to “correct” them by asking and/or expecting them to feel more/less strongly.
- If their belief is different than yours, *pause and try to understand* them before you attempt to “correct” their point of view.

THE SCIENCE OF ... *JUNG & MARSTON*



- Likely to hear a **C** say:  
*“I need more information before I can make a decision.”*  
*“But, what if ...”*
- Likely to hear an **I** say:  
*“Oh, here’s an idea ...”*  
*“C’mon, we can do this.”*
- Likely to hear an **S** say:  
*“Whatever makes you happy.”*  
*“Is that best for everyone?”*

### HOW TO CONNECT WITH EACH “STYLE”



- *Don’t waste time with small talk*
- *Demonstrate the benefit to them*
- *Show conviction vs. aggressiveness*
- *Stick to objective criteria*



- *Highly creative – listen to their ideas*
- *Don’t get bogged down in details*
- *Be prepared to justify ideas and sources*
- *Use stories and metaphors to convince*



- *Allow time ... personal discussion*
- *Don’t lose control of the conversation*
- *Probe/watch for hidden objections*
- *Stress benefits ... doing for others*



- *Patience for their natural caution*
- *Avoid exaggeration*
- *Engage – encourage questions*
- *Assure – examples and testimonials*