

EXPERT NEGOTIATIONS

25 ways to make a bargain

STRATEGY AND DISPOSITION

Vladimir Potanin's "KVV" formula. Various approaches to negotiations: concession, win-win or "pressure". Financial and emotional budget before the start. 4 names technique. "Telephone law" method. 5 locations for negotiations. Content preparation according to Bender's method.

AGREEMENT

9 scripts to get a guaranteed face-to-face meeting. 2 elements to confirm negotiations in a tough way. 3 tools to reduce fear and improve confidence: "How does that help?", "Fear-risk", "Variations." "Min-lim" technique. Voice management and the way to schedule a meeting.

FIRST IMPRESSION

4 options of tactile contact. 3 options of a handshake. 4 possible dispositions of negotiators. 2 danger zones. 5 positions in negotiations. Starting of the meeting between presidents of 4 countries. 3 standards for "VVP" position. Name management. Atkinson's memorizing technique, repeats, partition and associations. Stroking or compliments: X-method. 3 ways to create the right atmosphere (intonation, volume, gestures, etc.).

ESSENCE

House-format. DGA-structure. Tom Cruise management. Word substitution technique. Gestures according to Gurchenko's method. Sign language. 3 key steps to use hand gestures effectively. 6 approaches to visualization: "sand", "hen", "backpack", "Steve Jobs", "fish", "firewood". 9 points principle. NB-algorithm. "Borjomi" method. Switching attention.

NEGOTIATING PRICE

Understanding the Opponent's resources. What is the budget? Questions to determine a price. Heating. Recapturing initiative and shaping desire. "SEE+D" Technology. The first reaction. 2-second scanning of the price adequacy. Justification. Finalizing the price. 16 objections and responses. Discounts. 5 steps to avoid discounts. How to save face and step aside? 2 classical approaches: German and Hungarian.

MANIPULATION

Blocking destructive actions. Combating blackmail. "Hit-and-run". Language structures for tough negotiations. Depreciation of negotiators. Uncomfortable future. Pushing out of the comfort zone. Emotional attack. The «getting out-return» technique, "rollout", "blackmail", etc.. Physical and emotional "breaks". Transition to soft power. Whipped into a fear. Bidding. Dealing with objections and refusals. Pressing according to Kadyrov's method. Analysis of the conversation with a militant. Pressure. Stierlitz's principle. "Swiss sleeping pills" principle.

EMOTIONAL INTELLIGENCE

Disharmony and balance in negotiations. Shifting opponent to "constructive" actions. Switching attention. "9 points" method. Mowgli's method. What to do after and during the first 24 hours, if the negotiations collapsed during the first minutes? Plan A and B.