The Psychology of Killer Negotiations

Presenter: Neil Lebovits – Founder, The Dynamic Sale

Neil Lebovits, industry guru and executive, is the founder of The Dynamic Sale, a learning, coaching and development company. The Dynamic Sale enables individuals to shatter their performance expectations in the Staffing & Recruiting industry. Neil has done it all: Permanent & Temporary Placement, Sales, Branch Management, Regional Management, COO & President. In this presentation, Neil shares tips for a successful negotiation including building goodwill and rapport, understanding your three targets of a deal, identifying leverage points for the negotiation – all helping you create more win-win agreements and close more business.

Meeting, Week 1: "The Psychology of Killer Negotiations" by Neil Lebovits

If you are reviewing this episode with a team and would like to break up the Episode, pause Week 1's video at 33:36 and go through the role play exercises to implement what Neil discussed. Pick up Week 2 at 33:37 and continue through the end of the Episode.

Facilitator: Before we start with our role playing exercise, let's review some of the effective negotiation techniques that Neil mentioned:

- Stand up when speaking – this will allow us to infuse the conversation with energy which is particularly important when negotiating over the phone.
- Remember to stay calm, and smile in situations where tensions may rise.
- Be deliberate in maintaining a slow pace and rate of speech, and make sure to truly hear what it is that the other party is saying. There is a difference between hearing and listening!
- Finally, ask strong questions designed to have the prospect open up and share insight that will help arm you with information needed throughout the dialogue.

Next, let's keep in mind what Neil shared as to the principles behind the psychology of an effective negotiation. Select a common situation in which you find yourself frequently negotiating, and write that down on your paper. It could be fee arrangements, contractual issues, compensation issues – whatever is most common for you to encounter.

Now, take your negotiation scenario and think through:

- If you were going to first clarify and make sure that you are dealing with a true negotiation instead of an objection, how would you do that using a hypothetical? Neil's example: *"Hypothetically speaking, let's say I was willing to reduce my fee, how open would you then be to working with me?"* How would you clarify your specific negotiation scenario?

  ____

  ____

  ____

- Next, imagine your scenario from three different outcomes. How would you define your ideal situation, your negotiation goal, and your walk-away point?

  Ideal Situation: ______________________________

  ____

  ____

  Negotiation Goal ______________________________

  ____

  ____

  Walk-Away Point: ______________________________

  ____

  ____

- Finally, let's think through the client or candidates next best alternative. In the negotiation scenario you have selected, what is the backup plan for the prospect? If you walk away, where do they go next?

  ____

  ____

  ____

Now, let's role play each scenario. One team member will act as the recruiter (the one originating the negotiation subject), one team member will act as the client/candidate, and the rest will act as observers that will share feedback of what to keep and what to consider changing. Keep in mind the rules Neil shared – including the need to reject an initial offer regardless of if it is acceptable, the need to ask for something in return or as leverage, and the need to maintain "goodwill bartering chips".

Use the remainder of the meeting time to role play each scenario, provide feedback, and script any necessary responses to implement on upcoming negotiation calls with prospects.

Meeting, Week 2: "The Psychology of Killer Negotiations" by Neil Lebovits

Pick up Week 2 at 33:37 in the video and continue through the end of the Episode.

(Facilitator): Neil starts with a reminder of one of the greatest techniques in negotiations and closing conversations, which is answering a question with a question. At times, recruiters can be eager spout out an answer or a solution in the interest of proving how much you know or how much you can be trusted. Answering a question with a question can not only provide significant insight, but will help you narrow down to the real resistance or issue. The bottom line is that answering a question with a question allows you to redirect the conversation and stay in control of the information being shared and discussed. In Neil's example, he responds with *"How did you come up with this number? What's the source?"* This small redirect can change the entire outcome of the negotiation.

Neil poses an interesting question worth discussion – in a fee negotiation scenario (to use as an example), what are the circumstances that would justify accepting terms below your "floor"? Neil shares a list of examples of things that could be leveraged to justify such a situation. If you were considering working for a low fee/below your lowest amount, what are the circumstances that would justify that acceptance?

- Future business
- Guaranteed number of sendouts
- Guaranteed interview slots
- Guaranteed start/one call fill
- Employer in office interviews
- Exclusive
- Semi-exclusive (head start)
- Exclusive on NEXT deal
- Conversion fees
- Length of assignment
- Direct sendouts (ie no resumes)
- Perm business if this is temp (Temp if this is perm)
- Payment/deal terms
- New contacts
- Live presentation assured with additional hiring manager

(Facilitator): The majority of our time spent in implementation today will revolve around what Neil covered in the final pieces of his presentation. Decisions are never made solely based on price, and it is imperative that we know the distinctive answers to the following questions as we approach any negotiation. Let's think through the following areas:

Why are we different? ____

____

____

____

What is our elevator pitch? ____

____

____

____

____

____

How do we measurably define our niche? ______________________________

____

____

How do we (or how should we) use testimonials/references that address our capabilities and track record? ____

____

____

____

What are our other key points of difference? ______________________________

____

____

____