

They say that flattery doesn't work in a negotiation

But you're such a great person,
you already know that



Question and what the best negotiations
are about, the best questions

Why do you negotiate commission?



So, you have missed a listing. Why?

Mal, I was at \$300 for the \$12m job
but I was too high on commission.





Crap


They didn't like you,
but were too scared
to say, so they said
commission



Negotiations
are about
mechanics
and noise



Good style (noise) has its place in a negotiation, and substance (mechanics) can be just as important

A photograph of a car's engine compartment with the hood open. A mechanic wearing a blue uniform is leaning over the engine. A black thought bubble with a green outline is superimposed over the lower part of the image, containing white text. Above the bubble are three black circles of increasing size, also with green outlines, suggesting a thought process.

So what does a
good negotiation
consist of

An attempt to reach an agreement
between you and them, that
allows both to move forward, on
outcomes acceptable to both of them


Good Outcomes

+

Good Processes

+

Good People

A person wearing a blue long-sleeved shirt and dark pants is leaning over the open hood of a car, working on the engine. The engine compartment is filled with various mechanical parts, hoses, and wires. A thought bubble with a black background and a green outline is positioned in the lower-left quadrant of the image. Inside the bubble, the text reads: "Meaningless words Mal! OK What is negotiation then?". Above the bubble, three black circles of increasing size are arranged vertically, suggesting a thought process or a sequence of ideas.


Meaningless
words Mal!
OK What is
negotiation then?

That's a win/win

Failing that, it's to achieve your desired outcome singularly.

That maybe a win/lose

I do both, do you?

A photograph of a mechanic in a blue shirt leaning over the open hood of a car, working on the engine. A black thought bubble with a green outline is superimposed over the scene, containing text. The background shows a workshop setting.

Mal you're annoying me
In mechanic's language
what is a good negotiation
Give me the oil.

A good negotiation answers these 3.

What do I really want?

What do they really really want?

How do I best get it?



So what are the mechanics of a good negotiation process.

1. Understand the Parts of a Negotiation
 - offer - objections - acceptance





2. Have an Acceptance Plan – Mine's is

- to get the job
- at a price I can sell it
- for a fee I will be happy with

3. Have an Offer Plan and Objections Management Mine is to Ask Questions



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4. So as to Understand Positions

It's hard to get what you want when you don't know what it is.

It's hard to get what you want, when you don't know what the other side wants either.

Ask the *right* questions

And consider the responses



5. Get 2nd opinions –
because you can't be right all the time

Only God can be right all the time and
he's not working at Jellis Craig or Marshall White
this weekend, despite reports the contrary.




6. Wet Fish Slap

This is where so many negotiations sound good in theory, but completely fail the sniff when tested.

Handling Objections





7. Keep going
and keep tweaking
the negotiation



8. Never give up.
It's not over,
till somebody owns it

Now that was an overview on
Negotiation Process

We didn't get into detail

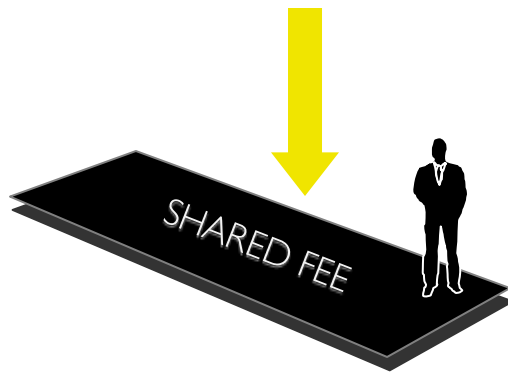
Detail on how your “Highest” Offer Might Fail

3 equal offers from 3 buyers

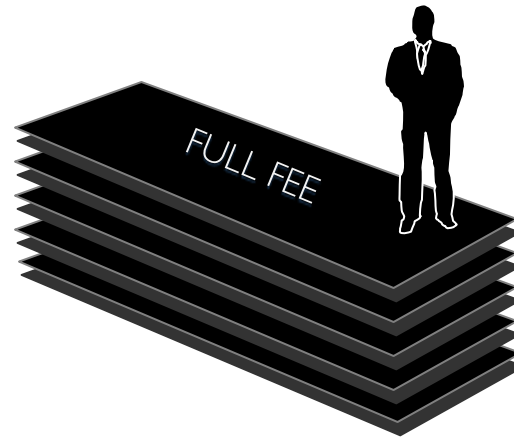
3 completely different commissions to AGENT

Are you confident on the information flow?

What happens if this is your offer?



Offer One

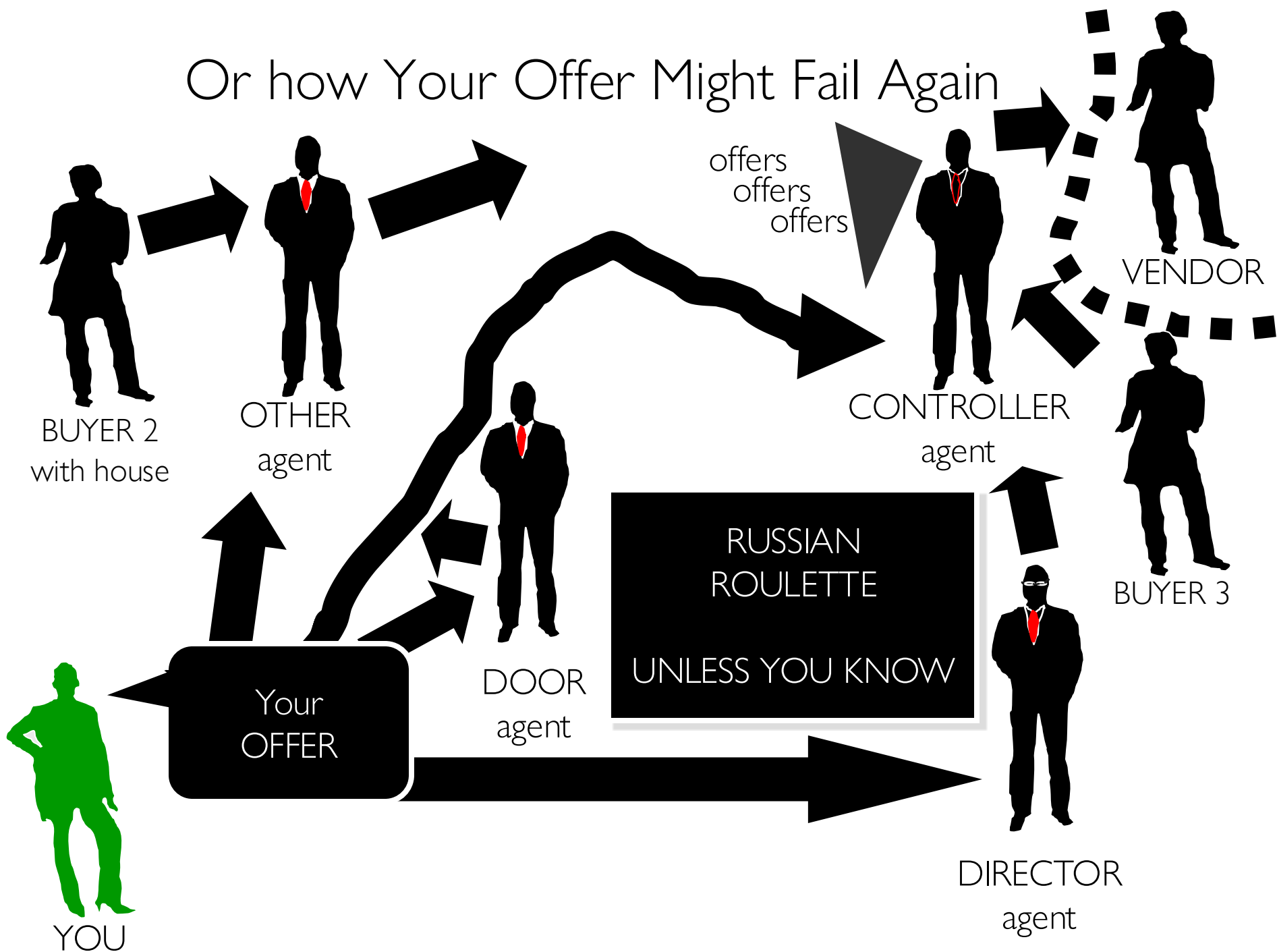


Offer Two



Offer Three

Or how Your Offer Might Fail Again



We didn't show how timing can help or hurt you



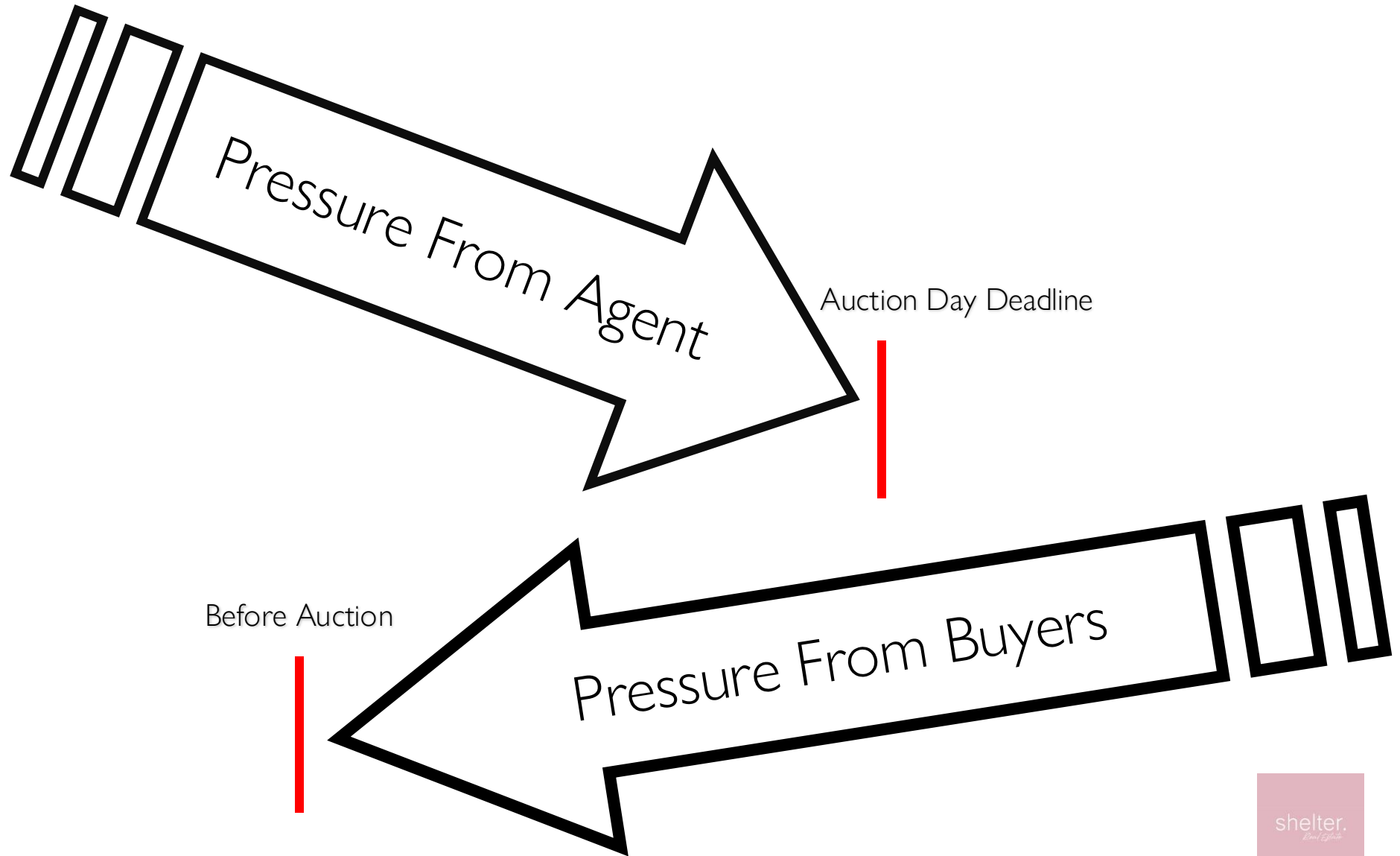
We haven't discussed how one offer bought it and one didn't - they were the same ingredients



Same OFFER
Dished up
Differently



We didn't touch on Pressure



We didn't even touch on tactics

The Squeeze

Silence

Walk Away

Good Cop - Bad Cop

Double Tag : one responding – one listening

Higher Authority

You instead of us

Multiple Offers

Over the Top – New Player

The trial agreement – if I can get my guy to

The Deadline

Build the Pace

Slow the Pace

The Alternative (Competition)

The No Response

Show Me the Money

The Fait Accompli

Grinding

Timing (day and when in the campaign?)

Bridge building

Laugh and Pause

The Withdrawal

The 1,2,3 Drop

The dribble, dribble, solid amount – last gasp.

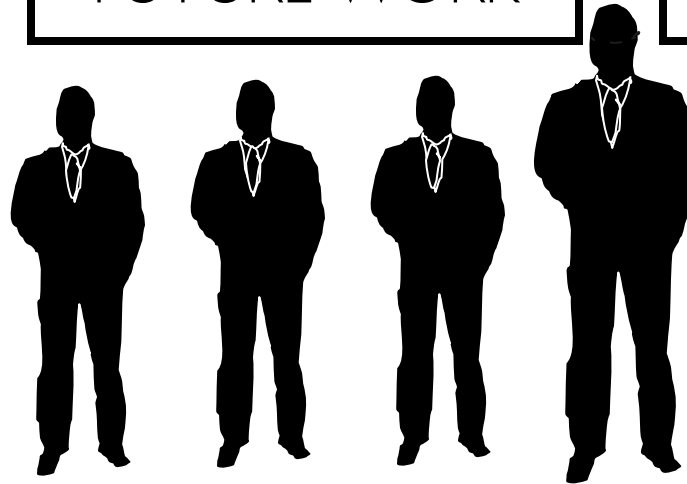
We didn't discuss this in any detail

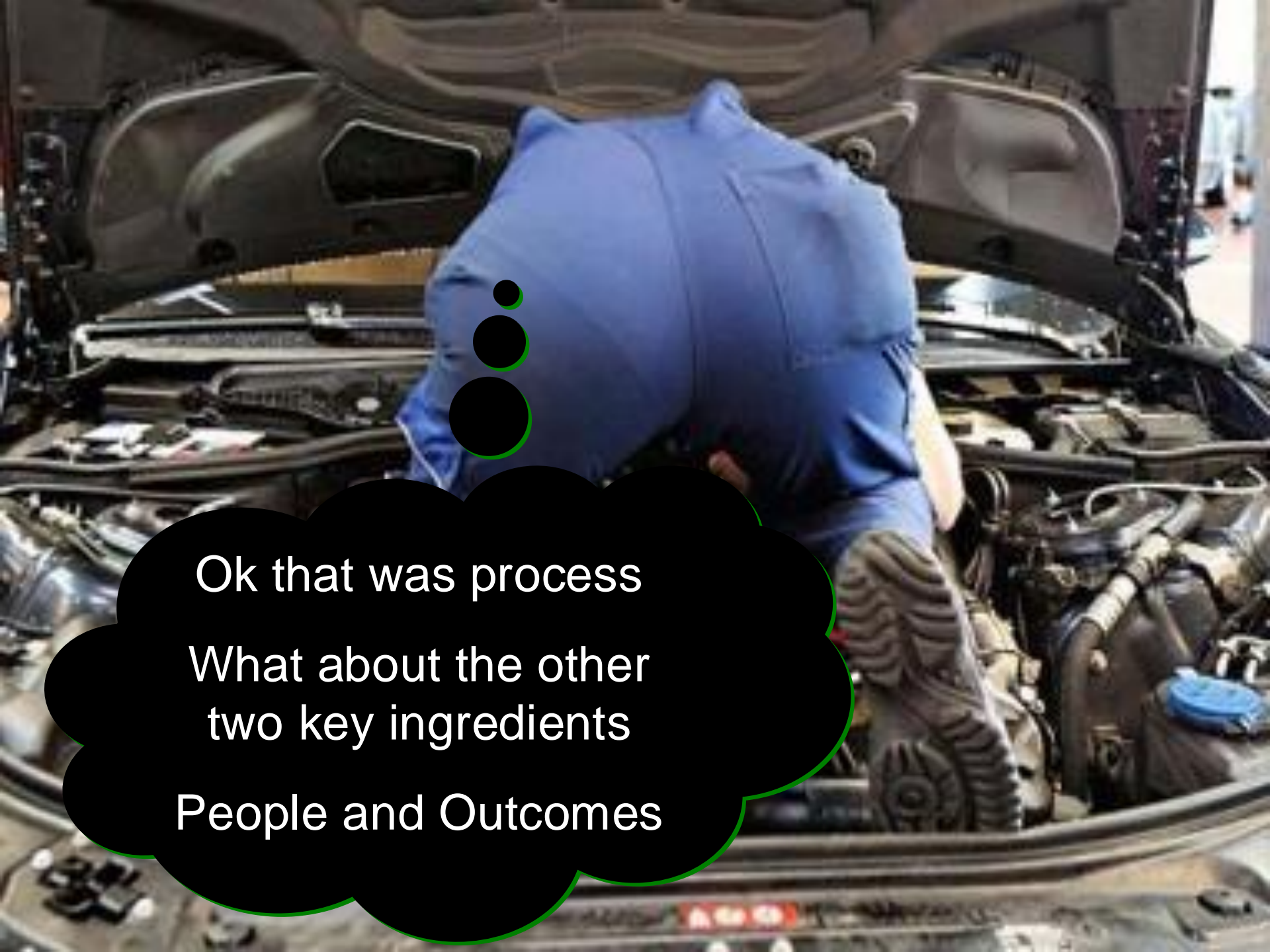
PRICE IS
IMPORTANT

SO IS
COMMISSION

SO IS
FUTURE WORK

YOU NEED TO
KNOW WHERE
YOUR OPPONENT
IS COMING
FROM



A mechanic in a blue uniform is working on the engine of a car with the hood open. A thought bubble is overlaid on the image, containing text. The thought bubble is black with a green outline and contains the text: "Ok that was process", "What about the other", "two key ingredients", and "People and Outcomes".

Ok that was process
What about the other
two key ingredients
People and Outcomes

People you should consider

When I got divorced

to manage my business(es)

to do my tax

when I'm in need of a doctor

I use good people (EXPERTS)

to improve my outcome

to reduce error

to help me know; what I don't know.

In areas where the stakes are high and I deem my knowledge inadequate

Just like Collingwood, get a good team around you



And the final (or first) bit on Negotiations

HAVE A CLEAR and CONCISE DESIRED OUTCOME

It's the bit that many buyers and sellers and agents miss.

They've read the book, they've seen the movie

They've turned up to the listing

And they've done the same old shit!

And so, it has come to this

Are you ready to kick ass? – whoops
how politically inappropriate.

Are you ready to negotiate for real?

