



# NEGOTIATING

Your Way to

# SUCCESS

*The A to Z of Proven  
Negotiating Secrets*

Version 5.2

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**Hello ...**

And I do hope you really enjoy this eBook – which should give you an intriguing insight into the skill of **Negotiating!**

As you will see, it has been prepared very much in a *hands-on, use-today* format. And, on the next page, you will also find some notes on how to get the most from the book.

What you'll discover is that it gives you the A to Z of Proven Negotiating Secrets – which I have literally tested and refined over the past 37 years.

And, while being a good Negotiator is vital ... it is only one of the **9 Key Steps** you need to take, to become a truly successful Investor in Commercial property.

So, if you've decided that you are a serious Investor, then I'm more than happy to help you also discover (and master) the remaining Key Steps.

Meanwhile, this eBook is really a manual that you can quickly refer back to – whenever you need to come up with a clever move, in one of your future negotiations.

Anyway, I do hope you find it helpful. And, after you've had a chance to read it through ... feel free to on-send it to any of your friends and colleagues.

My best wishes ...

A handwritten signature in black ink, appearing to read "Chris Lang". The signature is written in a cursive style with a long, sweeping underline.

# HINTS

Here are a few quick hints on using this eBook in your Acrobat Reader.

## Links

There are links to other pages in the eBook, and to relevant places on the internet. They appear [like this](#) in the text. So, just click on the link to move to the related details.

## Bookmarks

To make it easy to find your way around the book we have also included *Bookmarks*. These are particularly useful if you have a larger monitor.

Under Acrobat's **Window** menu, change from select **Bookmarks** or just press **F5**. A set of bookmarks will appear in the left margin. These bookmarks allow you to move directly to different parts of the book. There are also links to places outside of the book.

## Page View

You can also adjust the way that Acrobat displays pages and sizes the text of the document using the **View** menu.

The settings which seem to work for most screens are shown on the right.

If you have a larger, or high resolution, screen you will probably find that selecting **Fit in Window** will make the eBook easier to read.

Full Screen	Ctrl+L
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## Printing

You can also print this eBook in the usual fashion. It is formatted for printing on A4 paper.

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# How to Negotiate Your Way to Success

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## Agendas

If you are a “novice” negotiator, you might automatically assume that the items listed on your agenda would be identical to those on the other person’s agenda.

So this might come as a surprise to you: In all my negotiations since 1970, I’ve never found my clients’ agendas to be the same as the other parties’. There may have been one or two similar items on both lists ... but their order of priority was always different.

The secret is ... try to establish what is on their agenda, and in what order. And you can often simply do this before the negotiation process “formally” begins – just through observation; or by asking questions, and then listening carefully.

## Bluffing

Always be prepared to back-up (or act upon) whatever you say, if you ever try and bluff someone. Otherwise, if they call your bluff ... you’ve left yourself with nowhere to go.

## Competition

Whenever you can, try to create the illusion of having options ... and your proposition suddenly appears a lot more attractive.

The Power of Competition is what increases the value of whatever you’re offering.

## **D**eadlines

Most deadlines are artificial; and therefore, flexible. You'll soon discover that stated deadlines tend to be set through some form of negotiation in the first place. Therefore, you'll generally find them to be negotiable, as they start to loom closer.

## **E**xpertise

Perception tends to become reality ... but it's not necessarily the truth.

You see, by carefully establishing your credentials and experience during the very early stages of a negotiation ... you can often cause the other side to allow many of your later statements go unchallenged.

## **F**açade

Have you ever been kept waiting for meetings; or been treated in an off-hand manner, during a negotiation?

Understand, there are people who will appear to show scant regard for timetables, or even for doing the deal ... as a clever ploy to try and convince you, they really don't care.

## **G**reed

Don't get "bent out of shape" when sellers are wanting too much. If they insist on naming the price, you just focus upon naming the terms. And, invariably, you'll end up with the better deal.

## The A to Z of Proven Negotiating Secrets

### **H**alt

More often than not, you'll find the deal improves – whenever you're prepared to walk away from the table.

### **I**nvestment

When you discover more about **Method** and **Ultimatums** later, you'll appreciate just how important the Power of Investment really is.

The more time, energy and money you can cause someone to invest ... the more likely they are to modify their position, as the negotiation process draws to a close.

### **J**ackpot

Whenever a deal looks too good to be true, it probably is. Never allow yourself to become mesmerized by the people, the surroundings, or the price.

Just stick to the fundamentals.

### **K**nowledge

If you possess superior knowledge about any particular transaction, then you hold a competitive edge throughout the negotiating process. This includes your knowledge about ... the market, the locality, the property, the other party and their specific needs.

Unless you have the time to collate all that knowledge for yourself, you may be far better by retaining someone who can – someone who'll act exclusively on your behalf.

The choice is yours.

## The A to Z of Proven Negotiating Secrets

### Legitimacy

It is difficult to argue against the *power of the printed word*.

Think about it: Signs tend to govern your life, every day. Do you actually challenge them? Probably not. However, that doesn't mean you can't start to from now on.

If you're selling, you can use that to your advantage – because very few people will challenge the standard wording on a printed contract. Just place it before them, and simply wait for them to make the next move. The only reason they may appear to be "reading" it ... is to justify the commitment they're about to make.

### Method

You have basically two choices as to which style you'll adopt during the negotiation process – an open (collaborative) style; or a closed (combative) style. And they're not necessarily mutually exclusive.

You see, if you start by being open and friendly, you will generally be able to build up an early trust. On the other hand ... if you find the other party is closed and aggressive, you can quickly change your style.

However, if you start off aggressively from the outset, then you'll find it hard to adopt a friendly, open approach – without losing a great deal of credibility. Always try and position yourself as a firm, but reasonable, negotiator.

### Numbers

Somehow, round numbers tend to come across as being negotiable. On the other hand, 'odd' numbers always appear much firmer.

They appear to convey the impression that you have spent a considerable amount of time and effort in formulating them.

## The A to Z of Proven Negotiating Secrets

### O bjections

Human nature being what it is, people *need* to say “No!”. But they are often merely making a response, and not actually taking a position, when they do so.

Mostly, they are simply conveying: *“You haven’t given me enough information yet, for me to reach the decision you’re asking me to make”.*

### P ersistence

Sometimes, when all else fails: Persistence is the only thing that will win through for you. You’ll be surprised how many people will throw up countless objections, simply to see if you’ve got what it takes.

Napoleon Hill seemed to sum it up well, when he said: “Effort only fully releases its reward, after a person refuses to quit”.

### Q uestions

Learn to ask questions, even when you think you might know the answers. You see, whenever you’re prepared to ask for help, you start to establish a climate of trust. And if you’re asking the questions ... you’ll tend to control the negotiation.

Sometimes you can even answer a question, by asking a further question of your own in response – simply to regain the initiative. And, if you don’t like their response, just reply to them with: “Tell me, why are you saying that?”

You achieve two things by doing this: Firstly, you buy yourself some “thinking time”; and secondly, you force them to better justify their stated position.

## Reactions

Whenever you make an emotional outburst, you tend to give up some control. It might be okay for you to *act* in anger; but never allow yourself to *react* that way.

## Silence

“Top talkers” (as opposed to top salespeople) will generally feel awkward, after even the slightest pause. And, more often than not, they will start to improve on their stated position for you.

Whenever you ask a “closing question”, simply pause. And just wait patiently for them to speak – even, if it takes them several minutes to do so.

Sometimes, the silence will be deafening. But invariably, this single tactic will bring you more success than anything else. And you’ll soon learn to appreciate the joy of silence.

Once you’ve reached agreement ... always make sure you change the subject and move on to the documentation, straight away – before they start having any second thoughts.

## Timing

Sometimes you will fail – not because your proposition was bad or your execution was poor. But simply, because your timing wasn’t right.

Don’t abandon your idea; simply be prepared to reintroduce it again, at a later (more appropriate) time.

## U ltimatums

You can only really expect your ultimatum to work, if you have allowed the other party to “invest” a considerable amount of time, energy and money into the negotiation.

Therefore, ultimatums tend to work best at the end, not the beginning, of the negotiation process. And it’s always best to offer them a choice. That way they view your position as being: *“Which alternative do you prefer?”* Rather than: *“Take it, or leave it!”*

## V enturesome

You can often try changing tactics, in order to search out a weakness. And then, listen very carefully to what’s actually being said.

Even be prepared to enter into “minor skirmishes”, as you attempt to gain concessions.

## W eakness

In any negotiation: When you appear to know everything, that’s the quickest way to get the other party offside.

It’s better for you to come across as slightly naive, rather than overly knowledgeable; dumb, rather than smart. In fact, it’s to your advantage to say, *“I’m not sure that I quite understand”*. Or, *“Could you please explain that to me once more?”*

Nothing disarms the other party’s logic and arguments more easily, than having to deal with someone like that. It renders their attempts at persuading you, virtually worthless.

## The A to Z of Proven Negotiating Secrets

### X ...

In years gone by ... when you asked some people to sign a document, they often did so by handwriting an "X" onto the page.

But, here's a quick word of advice: Never, ever ask the other side to "sign" *anything*!

You see, most people have been told: "*Don't sign any documents, before you consult your Lawyer*".

Even knowing that: You'll find the very same people seem quite prepared to ... okay it ... confirm it ... acknowledge it ... (and even) ... approve it.

And yet, they probably started the negotiation process with the intention of *signing* nothing! So, isn't it interesting what you can achieve, simply through your choice of words?

### Yardstick

You'll invariably find that trust will build throughout a negotiation, as you're seen as being trustworthy – when it comes to the promises, or undertakings you may give, along the way.

It's important that you are seen as being consistent *during* each negotiation. But don't allow yourself to become predictable, from one negotiation to another.

### Zest

You should approach negotiating as a game ... albeit, a very serious game.

You do need to care; but not **that** much. Because, as soon as you simply **must** have something ... it will end up costing you far too much.

## The A to Z of Proven Negotiating Secrets

You can find more ongoing information about Commercial property investment **Strategies** and **Trends** on [my blog](#).

*Plus you might also be interested in:*

- ❑ 8 Objectives to consider when selecting your [Commercial Property Investment](#)
- ❑ 12 Buying Criteria that will determine your [Property Investment Success](#)

## Further Reading

To read more on Negotiation, you might like to try ...

*You can Negotiate Anything:*

Herb Cohen, Lyle Stuart Inc

*What they Don't Teach you at Harvard Business School:*

Mark H McCormack, Collins.

*Swim with the Sharks:*

Harvey Mackay, Ballantine Books