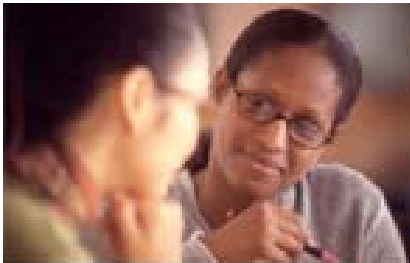




Getting What You Want



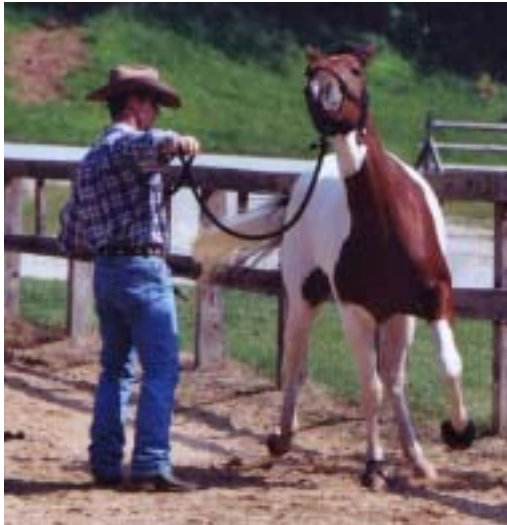
“**Y**ou can have *anything* you want...just not *everything* you want! When you say, “yes” to one thing...you are automatically saying “no” to something else. - Barry Pruitt

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Next Date:

**April 20-25,
2004**



Getting What You Want!

Meet, greet, and repeat seems to be the story of our business lives -- but why walk away without getting what you want? I want to build your confidence and help you create positive outcomes by addressing the *perceptions, principles, and process* of interviews and negotiation. Perhaps give you some ideas of how to script yourself for DR/BCP success.

You'll leave this session with a clear understanding of the critical importance of preparation and strategy. Gain cues, clues, and taboos that will position you for getting more of what you want!

Perceptions

When you think of bargaining or getting what you want, what do you think? What words and images come to mind?

Cues

“It has been said that negotiating is moving from a point of no agreement (even conflict) to a point of solution or agreement that maximizes the satisfaction or return of both parties.”

Barry Pruitt

6 Fatal Assumptions in Getting What You Want

Taboos

1. Bargaining is a zero sum game. If I give 30% they gain 70%
2. My perceptions are equal to the other person's intent. Not necessarily true. We judge **action**, they judge by **intent**.
3. The goal is to get the perfect plan, interview, or complete funding
4. The power to destroy means you have the power to persuade
5. I can fib; they'll never know
6. They don't care about the issues I believe in. (No-just like personal insurance...must balance with your budget!)

One of biggest mistakes in industry? Failing to plan long term. You want your executive team to think long term and give you resources to be prepared for disaster recovery, or to build and test BCP's because you know the value of long-range protection. Some of you are even attempting to sell management on a long-range implementation plan. Then why is it you haven't planned for a long term *education process*, a long term strategy, a big enough picture with a long enough time frame that you can see the results 5-years from now?

Principles

Part

2

Info

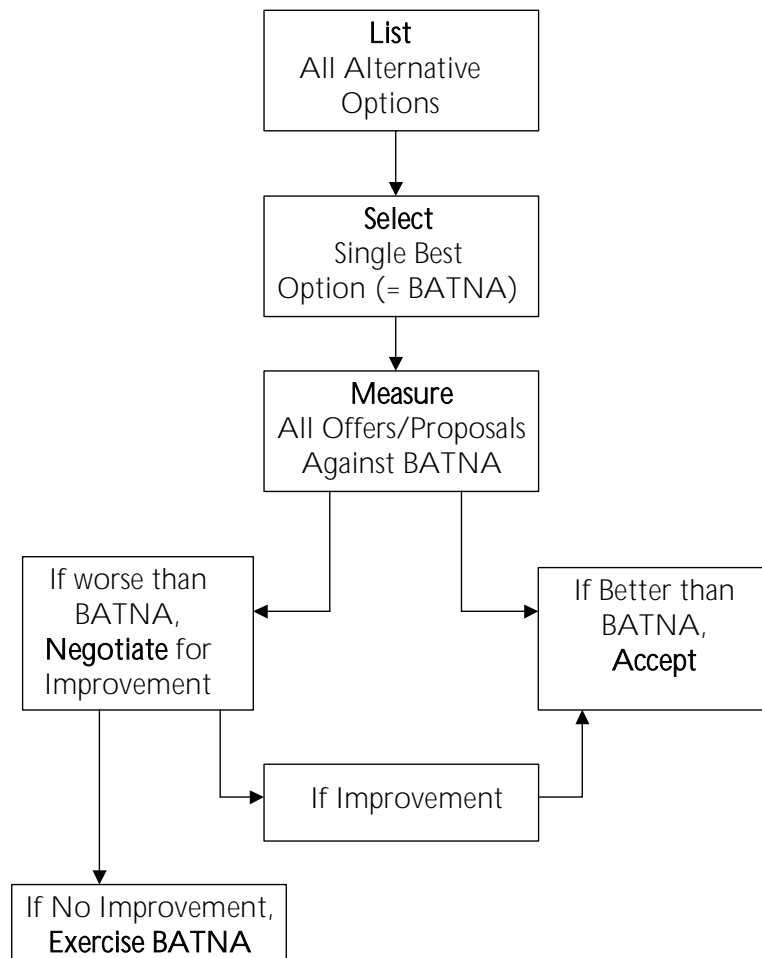


Time

Power

Punishment
Charisma
Expertise
Situation
Information
Legitimacy

BATNA



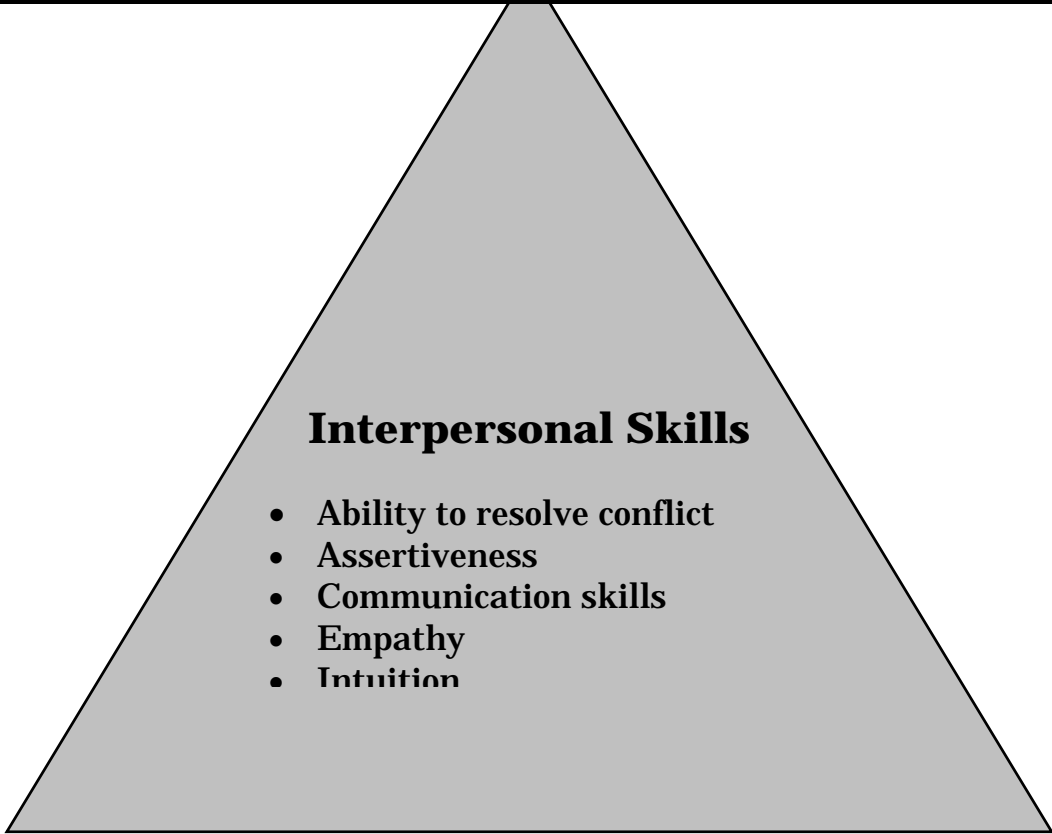
Technical Skills
(specific to job description)

- DR/BCP
- R & D
- Regulatory
- Quality assurance
- Human Resources
- Database management
- Operations
- Etc.

Five-Step Negotiation Skills Methodology

1. Plan
2. Set the Tone
3. Identify positions, needs/interests, and issues
4. Give and take
5. Agree and Review

CRITICAL BEHAVIOR TRUST SET HIGH ASPIRATIONS



If you want **8 keys to success-5 legitimate and 3 illegitimate bargaining approaches...**E-Mail Barry

[**Pruspeak@aol.com**](mailto:Pruspeak@aol.com)

Subject: Bargaining approaches

Process

Process

To remember...

Your HOMework PARTNER QUESTIONS SELLING AND SCARING.

1. Do your HOMEWORK.

The precursor to getting what you want is being an intelligent shopper—know what you can expect and who can give it to you. The sheer fact that you're bargaining doesn't ensure you get the best deal -- you have to do your research first."

2. Pick the right bargaining PARTNER.

You won't do yourself any favors if you're trying to get a TEMP BO (temporary boss) to make long-term decision. Spend your bargaining time with those who can actually help you.

3. Ask QUESTIONS.

Put that homework to good use – ask -- But ask politely.

4. Soft SELLING.

Questions are great, but avoid the rapid-fire Q&A: it's not a press conference. A light touch and a personal, attentive approach go a long way.

5. Forget SCARING them.

Keep your ego to yourself. Many executives would rather take a different strategy or approach, even use a different vendor rather than give in to threats or demands.

Positions

This is the information given that describes what the other party “wants”

Example: A lawnmower

Issues

There are **two specific issues** involved in nearly all negotiations:

1. Emotional – These are the perceptions and feelings that each party has about the other and the issue at hand. It is often an intuitive or “gut” feel.
2. Substantive – “Real issues.” Some examples include disagreement over resources, roles, procedures, definitions, policies, approaches, methodologies, etc.

Needs/Interests

This is “why” the other party needs their position.

Example: you may assume that it is to cut the grass, however, it may be needed to keep neighbors from calling the health department.

Questions or Comments?

**E-Mail: Pruspeak@aol.com
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