

You want what? WHY?



“A good listener is not only popular everywhere, but after a while he gets to know something!”

Wilson Mizner

KEY ISSUE:

FOCUS ON INTERESTS, NOT POSITIONS

KEY POINT: Why do buyers, buy ... and ... sellers, sell?

ASK – LISTEN – LEARN

Probe for specific motivation

- *The power of the question – WHY?*
- *Open ended questions*
- *Extenders*
 - *Really ...*
 - *How so ...*
 - *In what way ...*
 - *Silence*
- *Do no help*
- *Paraphrase and feedback for confirmation and affirmation*



KEY ISSUE:

REFRAMING THE ISSUE

KEY POINT: You cannot convince people to “buy” simply by removing all their objections.

One reality with many ways to see it



Seeing things from their point of view does not mean you surrender how you see it. It simply offers you a window into the other person’s world, and understanding of their perceptions and emotions.

In gaining a greater perspective it affords a greater variety of options for mutual gain.

The process of... REFRAMING

- Reframing is one of the greatest powers you have as a negotiator.
- Reframe the stated and seemingly unmovable position into a joint problem-solving exercise.
- Reframing means redirecting the other side’s attention away from stated positions and toward the task of ...
 - ... identifying interests (motivations)
 - ... inventing creative options
 - ... discussing fair standards for selecting an option.

“People are influenced much more by things they discover on their own than that which is discovered by others and dictated to them.”

Pascal



THE REAL MAGIC is in the delivery ... where appropriate, uses *questions rather than statements*. Where, through the answering of astute and relevant questions, the other person is *guided toward* the information with which ... *THEY CONVINCED THEMSELVES*.

- The *single most valuable tool* in reframing is the *problem-solving question*.
- A problem-solving question focuses attention on the interests of each side, the options for satisfying them, and the standards of fairness for resolving differences.
 - The moment they answer, the focus of the conversation shifts from *positions* to *interests*. You have successfully changed the game.
 - Making assertions tends to arouse resistance ... the better approach is to *ask questions*.

WHY ...

Mr. and Mrs. Client, I'm curious, tell me ... help me see ... help me get a grasp ...

Mr. and Mrs. Client, what do you think ...

Mr. and Mrs. Client, why is that? ... or ...why not this?

If those are too direct and sound too confrontational, soften it by making it more indirect:

I'm not sure I understand why that is so important to you

Help me see why this is important to you

You seem to feel strongly about this – I'd be interested in understanding why

Remember that your tone of voice and body language must be respectful when you ask these questions.

WHY NOT ...

People reluctant to disclose their concerns usually are more comfortable criticizing yours ... so, propose an option and ask why not.

We could ... why not do it this way?

Another option would be ... is there any reason not to do it that way?

WHAT IF ...

Engages the other side in discussing options and by beginning with ... *what if ...* you explore options *together*

ASK ADVICE ...

Asking for advice not only disarms them, but also gives you a chance to educate them about your problem and the constraints facing you.

Asking for advice is one of the most effective ways of changing the game