

Negotiate to Get What You Want: 5 Tips for Women

Research tells us that men and women view negotiating differently. So often, women simply don't ask because negotiation is viewed as a negative, uncomfortable, a win/lose experience. For women, it's beneficial to reframe negotiating and view it through the lens of collaborative problem solving; a quality at which women typically excel. Negotiation is everywhere, whether in business or in life; we must be good at it. Here are five tips that can be particularly effective for women to negotiate and get what they want.

1. Know and Be Yourself

- You've earned the right to be at the table, so be yourself; be a woman.
- Give yourself permission to be collaborative in your approach.
- Know your style – competitive or relational – and the inherent advantages and disadvantages. Use your strengths.
- If relational, don't overvalue the relationship and undervalue yourself.
- It's okay to feel emotions, but don't negotiate emotionally.
- Remember, negotiations are not personal.

2. Do your Homework

- This is where women shine. We know how to prepare. Show your competence.
- Know everything about your counterpart. What matters to them? What is their style?
- Know what your interests and objectives are; know the same for your counterpart.
- The details matter. Put it in writing.
- What are your alternatives? Have a plan B.
- Know your walk away point, the point at which the deal no longer makes sense for you, and then move on.

3. Ask and Ask Big!

- There are no rules; everything is negotiable.
- Practice, practice, practice.
- 5 points to consider when asking:
 - Anchor Point; determine value by looking for point and making adjustments from that start point.
 - No Precedent, No Problem; you can be the first to ask.
 - Think Delight. Ask yourself, "What would thrill me? Delight me?", then ask for it.
 - Bundle or package items. Don't negotiate item by item. Give on some points, in order to get others, to obtain the best overall deal for you.
 - Use Silence, it can be a powerful tool; don't succumb to the need to talk, explain, embellish

4. Take A Communal Approach

- In representational negotiations (asking for someone else) women outperform men by 3X.
- How will what you are asking for benefit others (your team, family, etc.); fight for them.
- "Pretend" like you are asking for someone else and then ask for yourself.
- Allow others to ask on your behalf, especially if you are stuck.

5. Don't Hear NO

- Be willing to say NO but don't hear NO.
- NO from your counterpart means ... NOT YET.
- Get more information by asking, "What do I need to get there"?
- NO is the first step toward YES.