

Do You Recognize Your Moments of Power?

Six Negotiating/Influencing Strategies to Implement Now!

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Mapping Strategies in Uncertain Times





Question:

- **If a colleague came to you and asked for help with a big project, under what circumstances would you feel most obligated to say yes?**



Reciprocation: Moment of Power

Statement

- **“I know under similar circumstances that you would do the same for me.”**





Mastering the Art of Exchange

- **Original Question:**

Would you be willing to take of group of juvenile delinquents on a half-day trip to the zoo?

17% yes



Mastering the Art of Exchange

Change:

1st Q: Would you be willing to be a “big brother” or “big sister” to a juvenile delinquent for 3 hours a month for the next 2 years?

“NO” yeses.



Mastering the Art of Exchange continued:

- 2nd Q: Would you be willing to take a group of juvenile delinquents on a half-day trip to the zoo?
- 50% yes

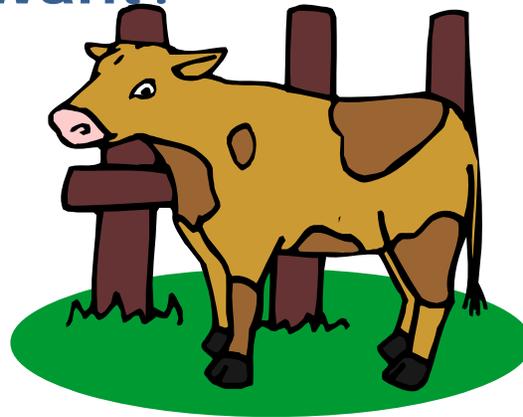


Moment of Power

- **When someone says “no,” to your request, make the second request immediately. If you wait, you lose!**

Principle #2: Scarcity

Group 1: We have a certain allotment of beef, how many carloads do you want?

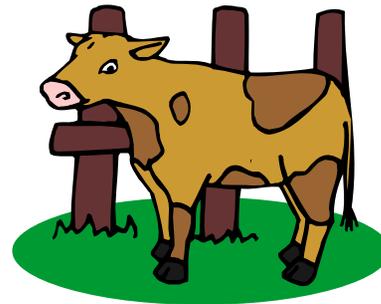


(Standard Scarcity Request—10%)



Scarcity continued:

Group 2: Because of severe weather in Australia, there's likely to be a shortage of our beef. How many carloads do you want?

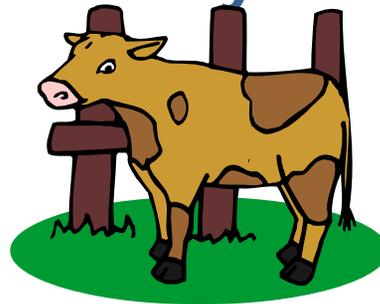


(Scarcity and Exclusiveness—25%)



Scarcity Continued:

Group 3: This information comes from our exclusive sources in the Australian weather center, and no one else has it yet. Those sources tell us there's going to be a shortage of beef. How many carloads do you want?



(Beef and Info both Scarce—61%)



Principle #3: Authority

- **Moment of Power Strategy:**
Before presenting strongest argument, offer a weakness first.

Establishes you as both knowledgeable and honest.

Principle #4: Commitment



- **1st Message:**

“Thank you for calling Gordon’s. Please call if you have to cancel your reservation.” (10 % response)

- **2nd Message:**

“Thank you for calling Gordon’s. Will you please call if you have to cancel your reservation.” (30% response)



Principle #5: Consensus

Info-mercials example:

- Message 1: *“Operators are waiting; please call now.”*
- Message 2: *“If operators are busy, please call again.”*





Principle #6: Liking

- **Liking Factors:**
 - **Similarities:** we like those who are like us.
 - **Compliments:** we like those who like us and say they like us.
 - **Cooperative efforts:** we like those who work with us in a cooperative way to achieve success.



How did you answer your question?

- **If a colleague came to you and asked for help on a big project, under what circumstances would you feel most obligated to say yes?**



International Answers to Questions: If a colleague came to you for help. . .

- U.S.- Has this person done me a favor? (reciprocation)
- China - Is this requester connected to my group; especially senior members? (authority)
- Spain – Is this requester connected to my friendship group? (liking)
- Germany – Is this request consistent with the rules and regulations of this organization? (commitment)

Thank You and Goodbye

