

You Can Negotiate Anything!!!

The 7 Primary Ways of Handling Conflict, Resolving Disputes and/or Getting What You Want						
Avoidance	Negotiation	Mediation	Arbitration	Litigation	Self-help	Request Help
unilateral action(s) designed to end your involvement in the dispute by walking away	a conversation with the goal of resolving an issue via bargaining and/or compromise	a guided dialog in 5 stages: Convening, Opening, Communicating, Negotiating and Closing	a third party judgment rendered by a mutually agreed upon neutral party	a state-financed court system that determines the government's resolution of the dispute	unilateral action(s), which are sometimes illegal, designed to force the other party to submit	appeal to a higher authority or power who has the ability to deliver the desired results

The 7 Secret Weapons of Influence – You Should Learn How to Use Them and Defend Against Them						
Perceptual Contrast	Reciprocation	Commitment & Consistency	Social Proof	Liking	Authority	Scarcity
we notice and decide by the difference between two things, not absolute measures	we feel obligated to return favors performed for us in whatever way we are asked to	we want to act consistently with our commitments and values	we look to what others do to guide our behavior	the more we like people, the more we want to say yes to them	we look to experts to show us the way	the less available the resource, the more we want it

The Buyer and Seller's Negotiating Range of Positions during the Dance of Distributive Bargaining								
Buyer's Bargaining Range		Buyer and Seller's Shared Bargaining Range					Seller's Bargaining Range	
Insult Zone ←...	Buyer's Credible Zone	Buyer's Reasonable Zone	Seller's Bottom Line #	Buyer and Seller's Zone of Possible Agreement (ZOPA) ←.....→	Buyer's Top Line #	Seller's Reasonable Zone	Seller's Credible Zone	Insult Zone ...→

What We've Learned So Far

- You Can Choose How to Get What You Want** – negotiation is a very effective and inexpensive method
- Behaviors Based on Shortcuts Can Either Benefit or Harm Us** – navigating life is faster when we can react without thinking but these “click, whirr” shortcuts can also be exploited to gain our unwitting compliance
- Awareness of Principles of Persuasion is Key** – our negotiating ability improves if we learn how to persuade others using these weapons of influence and to recognize the principles when they are being used against us
- Avoid the BUT and Focus on the AND** – active listening and empathy are improved by saying AND vs. BUT
- Perceptual Contrast says that the Order in which Options are Presented Matters** – use this to shape the conversation towards an outcome that you find desirable by anchoring the other side to your number
- Distributive Bargaining is a Predictable Zero-Sum Game of Claiming Value** – the person who starts the Negotiation Dance with a credible offer can shift the Zone of Possible Agreement (ZOPA) in their favor
- WATNA, BATNA, LATNA** – it helps to know both the other party's and your own Worst, Best and Likeliest Alternatives To a Negotiated Agreement because this knowledge can help close the remaining gap in a deal
- The Rule of Reciprocation says that we should try to repay, in kind, what another person has provided us.** As a weapon of influence, reciprocation is so powerful that it can cause you to say yes to a perfect stranger just to relieve your feeling of indebtedness or obligation to someone who has done something for us.
- In Integrative Bargaining the parties go beyond the zero-sum exchange** by seeking ways in which both sides can achieve their goals at little or no cost to the other party. The goal is to expand the pie by focusing on

the “**below the line**” interests of the parties (which are often open-ended and not a source of conflict) versus the “**above the line**” issues and positions (which are often fairly fixed and constrained).

10. **The Principle of Consistency and Commitment says that we want to act in a manner that we view as consistent with what we think, say and do, and we will change to ensure this is so.** As a weapon of influence, this principle can be manipulated to build on a small step that we might be persuaded to take in favor of something and turn it into a much more significant series of actions that are supported by our need to stay consistent with our former commitments.
11. **The Prisoners’ Dilemma demonstrates the challenges related to determining if our partners will play either a Y Card (i.e., a friendly move indicating that we can trust them) or an X Card (i.e., an unfriendly move indicating that they have betrayed us).** In a negotiation (especially with a party that you will encounter again), the best strategy for developing a pattern of mutual cooperation is to: (1) Begin cooperatively. (2) Respond in kind to show you won’t be exploited but that you wish to cooperate. (3) Forgive if the other side becomes cooperative. (4) Be clear and consistent in the approach. (5) Be flexible.
12. **The Principle of Social Proof says that we look to what others do to guide our behavior.** As a weapon of influence, social proof has been used to help Facebook build a social network of members that started with 3 roommates in 2004 and have half a billion users connected with one another by 2010. In addition to Facebook’s \$100 billion value, Social Proof is used countless times by other companies to market their products and by individuals in negotiations to help convince reluctant parties to do a deal based on others who have done a similar deal before.
13. **The Principle of Liking says that we prefer to say yes to people that we know and like.** As a weapon of influence, liking is the social glue that allows us to act without fear. We trust our friends and the people we bond with because they are similar to us, are physically attractive, compliment us, smile, speak confidently and cooperate with us in some way (especially protecting us from harm or appearing to do so).
14. **The Mediator’s Roles** are to be a convener, keeper of the agenda, power balancer, reality tester, alternative generator, scapegoat / lightning rod, resource expander, gainer of closure, secretary and agreement implementer. While wearing all of these different hats, a mediator should keep in mind a series of Do’s and Don’ts that are designed to keep the process moving forward towards a successful outcome for both parties.
15. **The Principle of Authority says that we look to experts to show us the way.** As a weapon of influence, authority can be communicated by various indicators such as, uniforms, wealth, power, physical attributes (e.g., height), style of dress and attitude. The double bind of authority is that not only are we compelled to obey it, but we are not even permitted to challenge it.
16. **The Milgram Obedience Study is the classic research example of the power of authority to compel behavior at odds with a person’s own belief system.** With nothing more in terms of indicators of authority than a professional-looking person in a lab coat, a clipboard and a statement firmly made that “the test must go on,” normal people were willing to administer what they thought were dangerous levels of shocks to students who gave the wrong answers to questions. Milgram proved that obedience to authority is so strong that most human beings can be made to act like sadists and murderers as long as the proper perceived authorities are in place and accepted.

References

Influence: Science and Practice, © 2009, 2001 by Robert B. Cialdini and Pearson Education, Inc.

Mediation: The Art of Facilitating Settlement, An Interactive Training Program, ©1993-2009 by the Straus Institute for Dispute Resolution at the Pepperdine University School of Law.

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Secret Weapon #7: The Principle of Scarcity

Here is an overview on the Principle of Liking from Robert Cialdini, in *Influence: Science and Practice* and from <http://changingminds.org/principles/scarcity.htm>:

Principle – the less available the resource, the more we want it

How does it work? – If something is difficult to get, then getting it demonstrates to ourselves and others that we are in control of our environment. Threatening to take something away is showing the other person that you are in control. The desire of scarcity is thus the competitive urge to maintain control.

Controlling supply and demand – If you can control supply, then you have a significant lever on demand. The De Beers company buys huge quantities of diamonds on the world market, simply to keep them scarce so that their high price is maintained.

Scarcity must mean it is valuable – If something is not scarce, then it is not desired or valued that much. Praises from a teacher who seldom praises are valued more than praises from a teacher who is liberal with his or her praise. Scarcity is non-linear process. As something becomes more scarce or less scarce, the desire for it does not change in a proportionate way. If everything is scarce, then scarcity itself lacks its value and people become too used to it. Studies of retail sales have shown that if more than about 30% of goods have 'sale' sticker on them, the effectiveness of this method decreases.

Retail sales – 'Whilst stocks last', 'This week only', 'Last one!'. Scarcity is a principle known by all retailers who milk it right down to the last drop. If something is rare, it seems we find it somehow more desirable. A shortage of anything sends people scurrying to the shops to stock up (often fueling the shortage and keeping the spiral going).

Banned substances – Scarcity is the lack of something. When we realize that we do not have something, we desire it. Banning it only makes things worse. Just telling someone that they should not do something makes it more desirable. When 'Lady Chatterley's Lover' was first published it got banned. Many black-market copies were sold and it made the author, D. H. Lawrence, famous. People flock to see a heavily censored film. Music which is banned on radio stations shoots up the charts.

Competitive pressures – Competition uses the scarcity principle, as only one person or team can win. This also highlights the social nature of scarcity: we judge ourselves against others. When they have things we do not, we become jealous.

Parent-child games – Parents often try to control children in their rationing of attention and affection. Children soon pick up on this and play the game in reverse. The natural rebelliousness of teenagers comes out in scarcity games as parents restricting what their children may do actually causes them to rebel. 'Don't you dare take those drugs' may actually be the wrong thing to say, particularly if the child has a contrarian preference. This game continues in other forms as we grow to adulthood, and telling people not to do things perpetuates the 'banned substances' game.

So what? – You can ration pretty much anything, including goods, time, attention, friendliness, agreement and so on. Create envy, showing how people have what you are selling. Indicate how the supply is running short as everyone else getting one.

Examples of the Principles of Influence Being Used by the Badoo Online Social Network

81,280,777 people are already here!

Meet new people in United States!
This is the best place for meeting new people nearby you. Chat, flirt, socialize and have fun!

81,280,777 people are already here!

Add photos of yourself
Add the best photos of yourself to get noticed and meet new people in and around your local area. You can even add photos that you already have on other sites.

Not now, but I promise to add photos tomorrow...

Jason Dylan left a message for you on Badoo!

You have a new message on Badoo!

Some more patiently waiting folks:

Leo, Paola, Seductive princess

Some more patiently waiting folks:

Some more patiently waiting folks:

8 people want to see your photo...

8 people want to see your photo...

Upload your photo right now!

You fit their exact search criteria... However, they didn't contact you because you have no photo.

They can't send you messages!

All these people can't send you messages!

Upload your photo to start receiving attention and messages right away!

Your profile has been removed from search results because you still have no photo! This means that right now, all these people nearby can't find you and send you a message.

You promised Badoo

A promise is a promise

Upload photos of yourself now!

You promised us yesterday that you would upload a photo today. Please don't make us beg.

3 people on Badoo are waiting to chat with you!

3 people on Badoo are waiting to chat with you!

Check it out!

3 people on Badoo are waiting to chat with you! Check it Out!