



## *Nancy Hightshoe Seminars*

# *LifeSkills*

*By Nancy Hightshoe*

### **Secrets of Successful Negotiating**

Professionals recognize that negotiating is an absolutely necessary *LifeSkill* for achieving success in the challenging business environment of the 21st century. However, are you aware that: - being a good negotiator is also an essential skill set for both meeting your goals and achieving happiness in your personal life? - and that there is a strong correlation between a fulfilling personal life and a successful business career?

*In this issue of LifeSkills, I'm sharing some of the important secrets of successful negotiators, arbitrators and mediators*

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All of us spend much of our time negotiating. Obvious negotiations happen in business when contracts or formal agreements are being worked through. Less obvious, but no less important, are the minor, day-to-day, give-and-take sessions with colleagues, customers and suppliers which make our professional lives run smoothly or, some days, as smoothly as possible.

On the personal side, a long-term study at the University of Denver indicates that the greatest predictor of relationship success is not money in the bank, children, in-laws, attractiveness or feelings of love. It is the couple's ability to negotiate.

We also find ourselves negotiating with our children, and in the projects with which we become involved in our faith communities and our civic organizations.

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*"The Lady Was A Cop"*  
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Nancy Hightshoe is an accomplished speaker, coach and consultant. She is an expert in:

- Professional and Personal Effectiveness
- Safety, Security and Survival.

#### **Nancy's Background:**

- Business and Life Strategies Coach
- Police Officer, Detective and Entrepreneur



We each have our own personality and style. An important key is to not change that personality, but to learn to work within it to achieve positive outcomes during those sometimes-stressful negotiations.

***Secret # 1: The Most Successful Negotiations Are***

***Not Adversarial***

Come into your discussion with the attitude that you are looking for a way to unify two people's ideas. Start by looking for the points of agreement you both share. For example, a storeowner has space to fill and wants to offer the best products to customers. A supplier has a terrific product, which would increase traffic flow to the store and make a profit for both individuals. Start with the positives and how you would be a good fit for each other's needs.

***Secret # 2: Negotiating Is An On-going Process***

It begins with your first contact and continues throughout the relationship. This is where the phrase, "Winning the battle, but losing the war" takes on a whole new meaning!

Coach Lou Holtz said that to win the loyalty and trust of others you need to demonstrate that:

- Your word is your bond,
- You are committed to excellence, and
- You care about that other individual as a person.

Trust is the basis for solid, long-term relationships.

***Secret # 3: Be Prepared To Make The Benefits Of What You Are Offering Clear To Your Counterpart.***

It's just human nature to see the benefits of OUR product or position and be less clear about the other person's benefit...so be ready to demonstrate how what you are offering is perfect for your counterpart's needs, plans or goals.

- Has spoken throughout the United States and in 17 foreign countries

- On-camera expert for St. Louis NBC affiliate

- Represented a Fortune 100 corporation as their media spokesperson

- Master's Degree in Human Relations and in The Administration of Justice; Bachelor's Degree in Psychology

- Designed one of the first Personal Assault Investigative Units in the country

- Cleared 85% of her felony assault crimes cases (national average is 49%)

- Recognized POST-certified continuing education instructor (Police Officers Standards and Training)

- Named to the *World Who's Who of Women*

**Nancy's Commitment and Philosophy**

My background in personal courage

- both as a police detective and entrepreneur

- is reflected in all my presentations.

The corollary is, of course, acknowledge the benefits and strong points of your counterpart's product or position.

***Secret # 4: Be Prepared With Your List Of Needs vs. Wants***

Know what you must have and what you'd like to have but are willing to trade for other concessions.  
Keep looking for Fair.

***Your Challenge: Keeping The Other Person In The Game!***

A lot of people, who don't consciously negotiate, are often very uncomfortable with the process. If your first offer is out of their ballpark, they withdraw – and the figure in their head may have been well within the parameters you had set. Unfortunately, you'll never know if they pull out.

Phrase your requests in an open-ended manner. Ask for their feedback, "How does this fit into your company's budget?" You need to keep the ball in play!

For others, negotiating has a bad name. They expect the experience to be adversarial and that they will lose face. Again, ask for feedback. Keep the discussions relaxed, low-key. Be prepared to take a break and come back to the discussion after both of you have had a chance to consider each other's proposals.

As you gain experience developing successful negotiated outcomes, you will become more and more adept at working with reluctant or less experienced counterparts

There are, of course, many other important principles. Practice does make perfect. Life will throw you the curves and the opportunities that will make it necessary for you to negotiate. Keep learning more about your own negotiating style and how to apply the secrets of successful negotiating.

My philosophy of personal responsibility and purpose resonates throughout all of my programs.

Each seminar participant comes away with new skills and ideas on how to approach every challenge with creativity, resourcefulness and tenacity

- all qualities even more essential for success in today's world.

Future issues of *Life Skills* will include a wide range of topics from Nancy Hightshoe Seminars.

Leadership / Motivation

Resilience

Change Management

Negotiation / Persuasion

Personal Safety

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