



Telephone Negotiations

ADVANTAGES

- Fast
- Easier to hide reactions
- Easier to say NO
- There's a greater expectation of resolution
- It's easier to stop or defer

DISADVANTAGES

- It's difficult to read the other parties reactions
- Easier to lose focus
- More difficult to understand the other party
- More difficult to be creative
- Don't necessarily know who is present



Phone Call Preparation

- Select a convenient time for you:
Some people are morning/ afternoon people
- Secure a location where you can conduct the negotiation without interruption
- Prepare a checklist of topics to be covered and prioritise
- Prepare a checklist of information needed and therefore questions to be asked
- Prepare checklist of information to be shared
- Prepare objectives: Intends, Musts & WL/CL.
- Ensure that you have full authority for the objectives set and be clear on what you're prepared to commit to in the call
- Identify and prepare backup material that you need, and those to be sent to the other party in advance
- Agree agenda with other party (including sequence of topics)
- Agree time frame of call with other party

The call



- Confirm who is on the phone. Introduce the participants from your end
- Opening statement: use to reaffirm the agenda(ensure nothing else to add) and set direction (as you would normally)
- Ask lots of questions: based on your preparation. In particular identify their priorities
- **LISTEN:** particularly important as you don't get to read other signals,
 - ! Don't interrupt
 - ! Don't prepare your response until they've finished
- **SILENCE:** get used to silence it can be very powerful for telephone negotiations. If the other party feel obliged to fill the airways you will learn more
- **SIGNALS:** more difficult but not impossible e.g. Order of topics for discussion from other party, hesitation, tone of voice, rambling evasive answers
- Keep your responses simple and succinct. Be specific about what your interests are
- Summarise regularly to ensure you understand them, are on the same page and should the negotiation meander off track, use summaries to demonstrate progress made.

The call (cont.)



- **MIRROR:** where possible use their language and numbers (e.g. percentage or absolute numbers) to demonstrate that you're listening and understanding them, and to make it easier for them to understand you.
- Make detailed notes of both what they are doing (e.g. threatening you) and the narrative.
- **BUILD RAPPORT:** look for an opportunity to have "non task" chat. Share some personal information that will help build rapport but be careful of derailing the conversation from the key business issues

ENDING THE CALL

- **MONITOR TIME:** Typically people are less keen to let phone calls over run than face to face meetings
- **END OF PHONE CALL:** summary, sweeper question & structure expectations



Don'ts

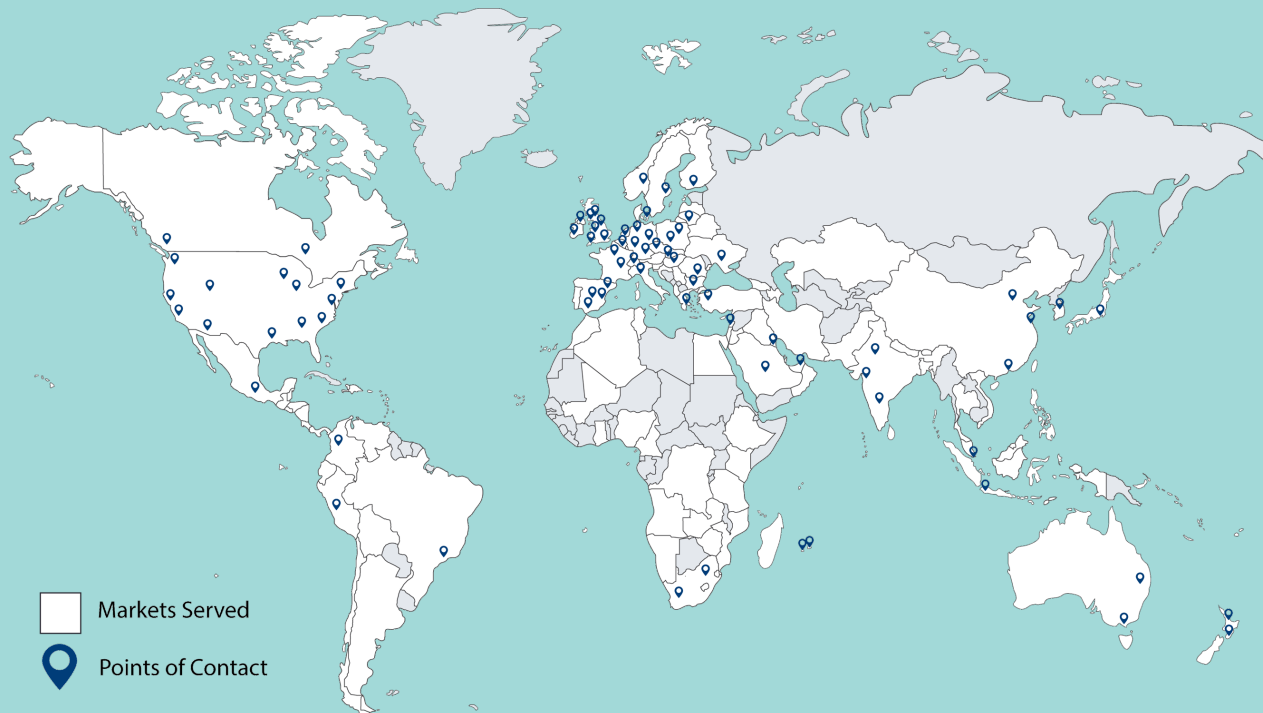
- ! Enter into unscheduled phone calls if you are not prepared. Defer the call but always make sure you agree a mutually acceptable time to re-engage.
- ! Feel obliged to continue a call if it's not working. If it's not working, make it clear and give warning signals. If no change, identify the sticking point and suggest an adjournment. Agree how & when to re-engage.
- ! Feel obliged to carry on if you are unclear or don't understand. Stop clarify and don't move on until both parties are in agreement on understanding
- ! Don't try to multi-task

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