



## Master the Power of Negotiation

Skilled negotiation results in creative problem-solving, and it's an endeavor undertaken by everyone from moms trying to get the kids in the car to world leaders drafting national constitutions. By mastering the art of persuasion, you will become a better negotiator and position yourself to get what you want in every aspect of your life. Being persuasive means capitalizing on effective communication—making well-reasoned arguments that win someone over to your point of view. When you do so in the realm of negotiation, you pave the way for building consensus, resolving conflict, and efficiently achieving your objectives.

By fine-tuning your approach in a few key areas, you may be able to improve your negotiation skills. Let's take a look at some helpful tips:

### **Evaluate Your Situation, and Prepare**

Negotiation is often described as a game of give and take, so know your limits. How much are you willing to give in order to get what you want? If you are up against a skilled negotiator, he or she is likely trying to assess your limits, too. Anticipating this will help you prepare responses to the various points you expect might arise.

Now, put yourself in the other's shoes and look at the situation from other angles. This will help you respond to whatever situation may arise.

For example, an employer negotiating salary with an employee probably has a very good handle on the

employee's performance, job duties, and salary history, as well as the median market compensation for that position. In this situation, the employee needs to thoroughly consider her negotiating power, which includes understanding which skills are most valuable, highlighting recent accomplishments, and being able to articulate attributes that make her personal value to the company exceed the median value.

### **Build Trust, Earn Respect**

When another holds you in esteem, your words carry more weight and your arguments invite greater consideration. Every day, our actions and words write a history for us that others may draw on when dealing with us.

### **Be Confident**

Confidence will help you enter situations with a positive attitude and a commanding presence.

Following these simple steps will help you master your communication skills and become a skilled negotiator. If you doubt your abilities, you are at an immediate disadvantage. When you see yourself as an empowered, self-assured woman, you invite others to do the same