

Negotiation Gym: Exercise and Build Your Negotiation Muscles!



Jenna P. Carpenter, Ph.D.

ADVANCEing Faculty Program
College of Engineering & Science
Louisiana Tech University



April 2012

Fairly Legal...USA Network

- She's a girl!
- You can negotiate as an everyday part of life.
- The ability to negotiate can significantly improve the quality of your life.
- Successful negotiation is a win-win.
- You can negotiate for things that you didn't realize were negotiable.
- You can learn how to negotiate, too.

Why is Negotiation important?

- Negotiation is a valuable skill in EVERY part of your life.
- Effective negotiation produces mutually beneficial outcomes for all involved.
- It is most enjoyable when both parties gain something and develop positive working relationships.
- The long-term benefits of a mutually respectful relationship are as important as the short term gains.



Some Statistics on Negotiation

- Men initiate negotiations 4 times more often than women.
- Men describe negotiation as “fun” like “winning a ball game”.
- Women describe negotiation as “scary” like “going to the dentist”.
- Women, on average, last negotiated 18 months ago to buy a car or home.
- Men, on average, negotiated in the last two weeks to ask a colleague to support a project or ask their wife to pick up a child.



What does Research say about Women & Negotiation?

Women tend to be more pessimistic about their worth.

Salary differences between men and women persist, in part, because women don't negotiate.

But its more than just salary...

Negotiation can have a profound effect on a woman's career trajectory (lower \$ = less valuable).



Why Don't Women Negotiate?

- They don't realize that they can.
- They fear that negotiating will damage a relationship.
- They have learned that society can react badly to women who assert their own needs and desires.
- They don't know how to negotiate.
- They are socialized as children to take what they are given.
- They lack the personal and professional networks they need to succeed at negotiation.



BUT....

This can be changed by providing multiple opportunities for women to:

1. become aware of the issues,
2. learn about the negotiation process, and
3. practice negotiating.



Negotiation Gym

- 6-week set of practice exercises
- The goal is to become comfortable hearing the word “No”.
- Starts with small asks of strangers with low stakes.
- Builds to asks from family and friends and larger asks still with low stakes.
- Keep notes on which strategies work best, which need more practice.

Week 1 – Easy Warm-Ups

Negotiate for small things with low stakes.

Ask for one thing:

- every day of the week.

- that you are pretty sure you can get.

- that you'd like, but won't care much if you don't get.

- from a complete stranger.

- that you feel comfortable asking for.

- it will be easy for the other person to give you.

State your request simply, wait for an answer.

Conceal your nervousness.

Week 2 – Stretch Out

- Set a high target.
- Pick several small things with low targets.
- Identify the most you think you can get and **ASK FOR TWICE AS MUCH.**
- Use the *Giggle Test*.

Week 3 – Play Out of Bounds

Goals:

You can ask for something, get turned down and be okay with it.

You can continue to interact comfortably with that person after they say no.

Pick something with low stakes that you are not likely to get.

Week 4 – Step It Up

- Day 1: List 4/5 things to negotiate (1 big, 1 no-brainer, some that aren't slam dunks, require preparation and good strategic choices)
- Ask for 2 on Day 1 (make notes, what went well & what you need to practice)
- Negotiate rest over next 4 days
- Save biggest for end of week (multi-issue)

Week 5 – Go Long

- Ask for 3 things you're pretty sure you can't get.
- Ask people you care about, people with whom you have an ongoing relationship.
- Include at least one long shot you'd love to get.
- Don't signal that you think you aren't going to get it.
- Don't apologize if you get turned down...smile and say "It was worth a shot."

Week 6 – Pile It On

- Ask for something big that you really think its not okay to want, that would make you seem greedy or selfish to ask for, something you really do want.
- Fight the impulse to apologize or feel bad.
- Its okay to want what you want.
- Don't scale back out of fear that you are overreaching.

Questions?



References

- Williams, N. & V. Valian, *Tips for effective negotiating*, Unpublished manuscript, Gender Equity Project, Hunter College.
- Laird, J., *Meeting Report: Negotiation Skills for Women in Science, Jan. 31 – Feb. 1, 2005*, ADVANCE at the Earth Institute at Columbia University.
- Babcock, Linda and Sara Laschever. 2003. *Women Don't Ask*, Princeton, NJ, Princeton University Press.
- Stark, Peter and Jane Flaherty. 2002. *The Only Negotiating Guide You'll Ever Need*, New York, NY, Broadway Books.
- Ramsey, Linda. 2010. *Women Don't Ask: Negotiation and the Gender Divide – A Book Review, [PowerPoint slides]* . Retrieved from ADVANCEing Faculty website: <http://www.advance.latech.edu>



Other References

○ Negotiation Resources on the
ADVANCE Portal at

<http://www.portal.advance.vt.edu/index.php/tags/negotiation>

○ WEPAN Knowledge Center:

<http://www.wepanknowledgecenter.org>