

## Negotiations

**Interviewer:** Today, we're talking to people about negotiations. What skills do you think you need to be a good negotiator?

**Jason:** So, number one, I think, is listening. So less talking, more listening and I think ... we talk a lot about EQ or emotional intelligence. So, it's really,<sup>1</sup> to, being able to understand you know, kind of what's motivating the other person, what's important to the other person, and basically, you know, understanding that and working towards an outcome that feels like it's a win for both parties.

**Kristina:** First of all, you need to be ... to feel<sup>2</sup> comfortable, you need to feel the person and understand their needs – what do they need from you? – to be able to make a good product offer to them. Also you need to be very passionate and motivated about your own products so that the person who buys something from you will believe that they need that. And also be very resilient – like, not pushing them, but to make them believe they need it again.

**Prad:** I think you have to build a rapport and a relationship with a person that you're ... you're speaking to or a group that you're with. Be respectful, be honest. I think that's ... for me, that's it. Don't lose it, don't shout, no swearing, screaming, because I've heard that as well, believe it or not, in previous employment. Be calm.

**Interviewer:** What are your top tips for influencing others?

**Asif:** Influencing is quite an active verb, I would say. I think it sounds quite aggressive, and I think often what people forget to do is to listen to people enough. And I think one of the biggest turn offs for me, when somebody has an agenda, is that they talk a lot because, you know, they're trying to sell to you, or they want to win you over, or they want to impress you. And I think often what I'm desperately wanting in that situation is somebody to listen to me. I want to be able to connect with them, and I want to tell them what I'm thinking and how I'm feeling, and what my needs are. So if you think you want that side of a negotiation, and you want to influence people, listening to them and asking them open-ended questions and getting them to reveal what the challenges are and how you can offer them help and, crucially, paying it forward as well – so being able to help someone without any expectation of help in return – is a great way again to build trust, to influence people and, I think, build ... have a friend as well, make a friend, network and have someone who you can call on in the industry.

**Chris:** Influencing others. I guess the top one is to try to make them like you. Try to present<sup>3</sup> as human and not as mechanical or adversarial. The better someone can appreciate you as a human and understand who you are, the better and more likely you are to get what you want and what they want.

**Interviewer:** How do you present new ideas to your colleagues or boss?

**Kristina:** If I have any new ideas about anything, I just stand in front of the office and I tell them. We are a small team of six people at the moment. So, I just stand up and like: "Hey guys! What about, if we do this or this?" Just verbally, really. Just talking to my team and present something.

**Tolani:** Okay so, I would like to sit down with my colleague or my boss if I have a new idea. You know, talk it through with them. Tell them the reason why I feel ... maybe something's not working and what my ideas are to changing it and also maybe present some figures or numbers or findings to back up why I feel, you know, that new idea would be best implemented.

**Prad:** In clear simple terms. Again, less is more.

<sup>1</sup> The correct form is 'it's really being able to'.

<sup>2</sup> The correct form is 'you need to feel comfortable'.

<sup>3</sup> The correct form is 'to present yourself as a human'.