

CoreNet Global UK - Become a Black Belt Negotiator - Don't be beaten down!

Wednesday 22 March 2017, tp bennett, One America Street, London SE1

Moderator: Stephen Masterson, CoreNet Global UK, Events Committee Chief

Speakers: Tom Flatau, Teamworking International

We gathered one early March morning in the Southwark offices of tp bennett and were swiftly moved through to the conference room by **Stephen Masterson**, of tp bennett and chair of the UK Chapter Events Committee, anxious to start on this intensive workshop.

Tom Flatau of Teamworking International, is an acclaimed speaker, motivational coach and consultant. He has worked with major international corporates and his clients include Unilever, Emirates, Siemens and the BBC. His Black Belt Negotiator programme, based on neuroscience and expert research, has proved terrifically successful and we were able to persuade him to give us a taster, in an hour and a half, of a course which normally lasts for two whole days.



The programme uses an understanding of how the brain works in negotiating deals - from every day events to major commercial projects. This bite sized workshop, put together specially for the CoreNet's UK Chapter, gave us an insight into how to deal with threats and use rewards to achieve our desired outcomes.

First of all he explained that the course is normally much longer in order to give delegates time to practice their new negotiating skills. In this case he was just going to give us a brief outline as to how the brain works and then a five step guide to stop our negotiations going wrong. So, kicking off, he asked for suggestions from delegates as to why a negotiation might go wrong. Then, to demonstrate how to avoid pitfalls, he showed us a short video of how native hunters use lions to

track and kill prey of which they then, using a combination of observation and bluff, take a portion from under the lions' noses.

Drawing lessons from this video he described how self confidence is everything and the vital importance of observing the body language of the opposite side. He talked about how decisions are influenced largely by an emotional, rather than a rational, response and described how the threat response conditions our reactions before we even realise it.

Moving on to the negotiations process he described what he calls the 5-step process which uses the understanding of the human brain and how decisions are made to produce a winning formula, while still building lasting relationships. The following is a brief outline:

1. Prepare - under pressure the thinking brain shuts down so it is vital to have thoroughly prepared beforehand, for instance having decided what are your objectives, what you are prepared to trade and where is your common ground;
2. Discuss - talk first and ask questions, listen for signals and movement, be careful what you promise and build a rapport;
3. Propose - remember losses loom larger than gains, aim for a proposal that suits both parties, arrange to get something in return for any concessions you might have to make, make your proposal but don't mention numbers until you get to...
4. Trade - only when you have a clear idea of what is really required, test the variables to see where there might be movement and make counter-offers, never concede only trade - ensure you always get something back in return;
5. Close - complete the deal only when you are sure - and beware of 'nibbling' at the last minute, always be prepared with a counter-trade. Be confident and look forward to a profitable partnership.

This was a mini version of an internationally acclaimed course. It was a completely fascinating morning and many stayed on for more discussion and networking before setting off into a blustery and stormy day.

For further information on the subject contact: info@team-working.com

Alison Sutherland