



Special thanks to HSMIA speaker Linda Byars Swindling for providing this Tip Sheet.

### **Win/Win/Win Negotiations Have Become a Must Have**

Have you heard of the triple win in negotiations? Win/win negotiations or deals where each party walks away with the best deal possible used to be a goal to achieve. Current times actually demand a win/win/win approach if you want a durable agreement. Not only do you need to make sure that the parties at the bargaining table come out ahead but you need to consider the needs of the ones who will be affected but aren't present. This win/win/win approach is important for a number of reasons.

#### **Offerings have expanded not retracted.**

You have more and more parties to choose to partner with. If one party doesn't worry about your interests, you usually have the ability to choose another who does. Choices have expanded on so many levels. Now, if an agreement doesn't meet the needs and wants of each of the parties, you need just pick up a phone or surf the internet for someone else to fill the requirement.

#### **The market is demanding customized solutions**

Look at sales training. Scripts are out. Formulaic procedures to show benefits and push standardized offerings have been replaced by consultative selling. Consultative selling focuses on customized requirements and meeting individual needs of the buyer AND the buyers customers and employees.

#### **Forcing agreements doesn't work for the long haul**

So many people say they understand the need for interest-based bargaining but then diligently fight against it. They don't share information. They compete instead of attempting to problem solve. They don't make the first offer and they posture a position that is unrealistic. This attempt to conquer or a win/lose approach no longer works if you want to build long-term relationships. Applying force, going to someone's superior and attempting to just deal with decision makers does not fit in the current professional environment. Word gets around.

#### **Win/win/win agreements are more durable**

Remember what win/win/win stands for: it is an attempt for all the parties involved to get a better agreement for all by collaborating to meet each party's interests. If the other party feels like its interests are represented or they made a bad deal, they may try to sabotage it or look for your non-compliance. If the people who will actually have to live under the

agreement aren't happy, they may find a way to make their own or ignore the terms of something they didn't have input in. People are far more likely to support something they created.

While win/win/win is an easy concept to intellectualize, it can be difficult to actually implement. It may be up to you to remind everyone involved about the shared reasons you have to participate in the agreement or venture. You may need to help the others achieve their results before ensuring you receive yours. You want to identify the stakeholders who aren't at the bargaining table. Ask who else is involved in the decision making and who will be part of the implementation and who in the end will need to live under the terms created. In the end, you want an agreement people will support, have loyalty around and encourage.

*A recognized authority on negotiations, workplace issues, and persuasive communication, Linda Byars Swindling, is an author, television expert, a former employment attorney and a Certified Speaking Professional. The 2010-2011 president of National Speakers Association/North Texas, Linda has authored or co-authored 18 books and spent more than 2,000 hours as a CEO advisor and facilitator. She can be reached at [linda@journeyon.com](mailto:linda@journeyon.com) or 972-416-3652.*