



# BUILDING YOUR OWN BRAND OF NEGOTIATION

## VIDEO TRANSCRIPT

**Voice over:** Negotiation – does this sound like a skill only seasoned Sales professionals could possess?

*(Sitara Listening to the voice-over)*

**Sitara talking to the camera:** No, In reality, being able to negotiate is a trait that is vital in every profession and role, no matter what field you may be in.

Whether it be negotiating for your salary, or with a client for a new contract, negotiating is something that we all do when interacting at the workplace. You could even be negotiating with your boss for an extension on the dreaded deadline!

**Voice over:** How does one become better at Negotiating then?

*(Sitara Listening to the voice-over)*

**(Sitara talking to the camera till the end of the script):** You might think that there is a secret sauce to Negotiation, that one route which promises success. Guess what? There's no such thing.

**(Stock videos)** Yes, there are certainly some strategies that work, but what is key is playing to your own strengths. As a woman, if you have ever felt disadvantaged because your field still has fewer women, or because you are not 'loud enough'

Here are 5 great tips on building your own brand of negotiation.

### 1 Know your strengths

When you know exactly what you're bringing to the table, you will be a more confident negotiator.

**(Stock videos)** This strength could be tangible – like a product manufactured by your organisation that no other competitor is offering, or intangible,

**(Sitara working on her laptop)** like a personality trait that can prove useful when working in a team; e.g. your ability to stay calm under pressure.

**(Stock videos)** Knowing your worth is important information that can come in handy during such negotiations.

### 2 Use your personality

Are you a detail-oriented person who ensures their work is flawless? Or are you a people person who gets along with almost everyone?



***(Sitara thinking or talking to someone over the phone)*** Understanding your own self will enable you to showcase your strengths better and prove yourself indispensable to the organisation. Of course, you have to be able to back up your claims with hard evidence.

### **Be your own Agent**

***(Sitara writing in a diary or notepad)*** Make a list of all factors in your favour and argue to make your case like you would if you were representing a client. When we begin to view ourselves as advocates of someone else, we tend to represent and speak up for their interests better.

### **Do your research**

What exactly are the key factors crucial to your client's success? How valuable is your particular skill set to your team?

***(Stock videos)*** Knowing your competition, or your market, will help you to understand your own standing in the industry, and whether or not your demand is fair.

### **Understand your Negotiation style**

Excellent negotiation is often a function of truly listening to the person on the other side to understand what they need, and how you can create a win-win for all. Know your self as a negotiator.

***(Stock videos)*** Are you a good listener? Do you have the ability to reframe an argument and offer a new perspective? Are you someone who can keep their calm under pressure?

***(Sitara talking on a video call on laptop)*** Perhaps a trusted colleague or mentor could give you insights on your negotiation style and help you do better on areas that you have trouble with.

With these techniques, you are sure to be able to build your own brand of Negotiation and clinch that deal to everyone's advantage!