

How To Become A Successful Negotiator

Engineering successful negotiations hinges on how familiar you are with the basics. There are three basics to successful negotiating:

A. *Understanding human needs.*

Noted psychologist Abraham Maslow developed a “hierarchy of human needs” that each human being seeks to fulfill.

1. **Survival.** This is the most basic of human needs. When our survival is at stake, we are most motivated to achieve life’s needs.
2. **Security.** When survival is secure, people devote their attentions to achieving security.
3. **Social.** Next, people want to belong. They want to have a support system of family and friends to make life enjoyable. Many purchases are influenced by people pursuing this level of human need. For example, although shelter is essential for survival, the purchase of a mansion located in a prestigious neighborhood might result from an individual’s desire to belong to a particular social level.
4. **Recognition.** After belonging, people seek recognition for who they are and what they do. Purchases influenced by this area of human need also are varied. They might run from occupational equipment - to help them do a better job - to status symbols, such as expensive automobiles.
5. **Self-Actualization.** This is the ultimate in human needs - the desire to bring personal dreams to reality. Often achieving this need takes money.

By understanding these human needs, you'll be able to understand the level of need and the bargaining position of the people with whom you negotiate. That will make you a better negotiator.

B. Understanding human values.

You and the individual with whom you're negotiating have needs, but you both also have values to offer.

1. Value will give you and the other person negotiating power. Remember, in any negotiation, each person wants something that belongs to or is under the control of the other.
2. As a successful negotiator, you can get what you need by giving others what they want. All negotiations, no matter how simple or complex, can be reduced to that simple formula. The better we understand the formula, the more successful we can become at negotiation.