

Negotiate Like A CEO

10 Biggest Negotiation Mistakes Speakers Make

1

Ego Gets In The Way

- Don't waste people's time.
- Self-Focus: WII-FM.
- Help **them** shine.
- Be easy to work with.
- Un-install the "Like me" button. Is it worth it?
- More business is your "Thank You!"
- They are talking to you for a reason: Your job is to find out Why.

2

Fear of Talking Money

- Think Dentist office.
- It is never a money issue.
- "Range is \$____ to \$____. It depends on what I'm being asked to do when and for how many. Let's see if I'm even a fit first."
- May be easier for others to do this for you.
- "I'm competitive but I'm not the cheapest."

3

Comparing Yourself to Other Speakers

- (You are **not** like everyone else). What is success to you?
- Fee integrity (Associations/Bureaus/Past Clients/Industries) vs. Eat Integrity.
- "That doesn't fit my business model."
- Linda's Reminders: "I am not a catalogue" & "People don't move on my schedule."

4

Selling Not Solving Problems

- Stop showing up and throwing up.
- Find the issues first: What change needs to occur? What purpose are you serving?
- Stop | Start | Continue.
- Helps to have multiple programs/offerings so you can continue the relationship.

5

Treating All Stake Holders the Same

- Different levels have different interests and need different communication.
- Corporate: C-suite, Director, Manager, Front Line, Individual Contributor, HR, Training, Admin.
- Associations: Executive Director, Board, Meeting Planner, Education, Exhibitor, Supplier, Attendee.
- Follow-up: Find a way to stay in touch and genuinely care about others.

6

Afraid of Looking Stupid

- Must ask questions to learn their world.
- What is important to them?
- When you say transformation...?"
- "What is a MPV Report?"
- "I'm not sure yet. I have some ideas but want to listen to what you say first!"
- Benefits: use their language and deliver what they **ask** for and what they **need**.

7

The Guru

- Not “fake it until you make it” or be seen as all-wise and powerful.
- Instead use their experts and collaborate.
- Get specific situations/scenarios/examples.
- Ask for 5 names so you can talk to at least 3.

8

Believe What You’re Told

- Probe, stay curious, listen for what is not being said, stay open to possibilities.
- “What would a win look like?”
- They **always** have an **idea**.
“How do you think this program should go?”
(ex: Everyone together, separate, one big speech, 1 day/2 day)
- “What has worked in the past?”
- “What has not worked in the past?”
- “Is this really that big of a problem?”
- Present ideas as options.
- Letter agreements instead of proposals – Relationships first – Needs.

9

Afraid of the word “No”/Saying or Hearing

- Must be able to walk away.
- If you are not hearing “No” & (“See you Fund” you’re not asking for enough.)

10

Unable to Measure and Show Results or Understand Value

- Quantify your results: proof, statistics, improved, decreased. How to show this time was “worth it” (words).
- “How would you know program is successful?” (Includes: laughing, ask for more, etc.)

Bonus Resources: I will send articles including: *Negotiate Like a Speaking Pro* and *Top 10 Ways to Annoy Meeting Planners* from NSA Speaker Magazine as well as *What You Can Negotiate as Part of Your Fee*. I’ll also send a link to my e-book *Negotiate Like a CEO* e-book for free and other resources so you can see what I do every month to drive my message.



Linda Byars Swindling, JD, CSP

From the courtroom to the boardroom, Linda Swindling, CSP, knows firsthand about high-stakes communication and influencing decision makers. Her specialty is helping people communicate powerfully so others will listen.

Linda has authored and co-authored twenty books including her most recent book, *Stop Complainers and Energy Drainers: How to Negotiate Work Drama to Get More Done* with Wiley Publishing and the upcoming *Managers High Performance Handbook* with Walk the Talk. She is also the creator of the popular *Passports to Success book series*.

A Certified Speaking Professional and “recovering” attorney, Linda is a past-president of NSA-North Texas and a past national officer & director of NSA and past Chair of the national Academy, the Meetings Industry Council & Speaker magazine.