

NEVER NOT NEGOTIATING

*How to leverage the
Art of Ethical
Manipulation
to get **BUY IN** on
EVERYTHING*


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- Why some people get Buy-In... and others fail – The Sciencey stuff
- How to influence, inspire, and get the masses on board
- Negotiation Secrets

**QUICK HIT
AGENDA**



Why do some people inspire, influence, persuade, and get buy- in...

while others fade, fizzle, and fail?

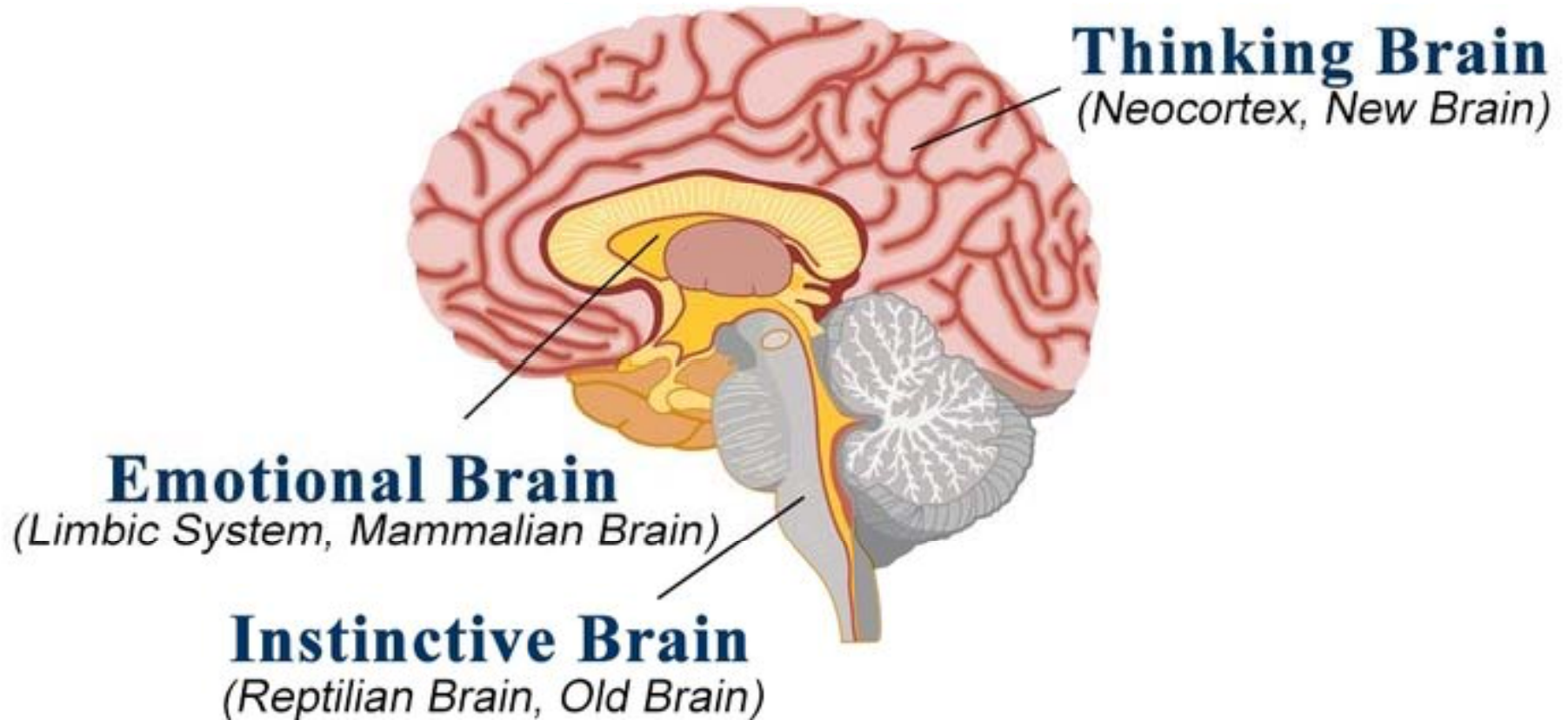




What. How. Why.

Walk the Room





It's all BIOLOGY

PEOPLE MAKE **DECISIONS** **EMOTION FIRST**
BASED ON

Logic (whether it is logical or not)
backs up emotional decisions.

Initiative: **On what do you want buy-in?**

Target Who needs to get on board?

Scenario: The situation in which they
want your initiative

What's the sell, who wants it, and why

Initiative: On what do you want buy-in?

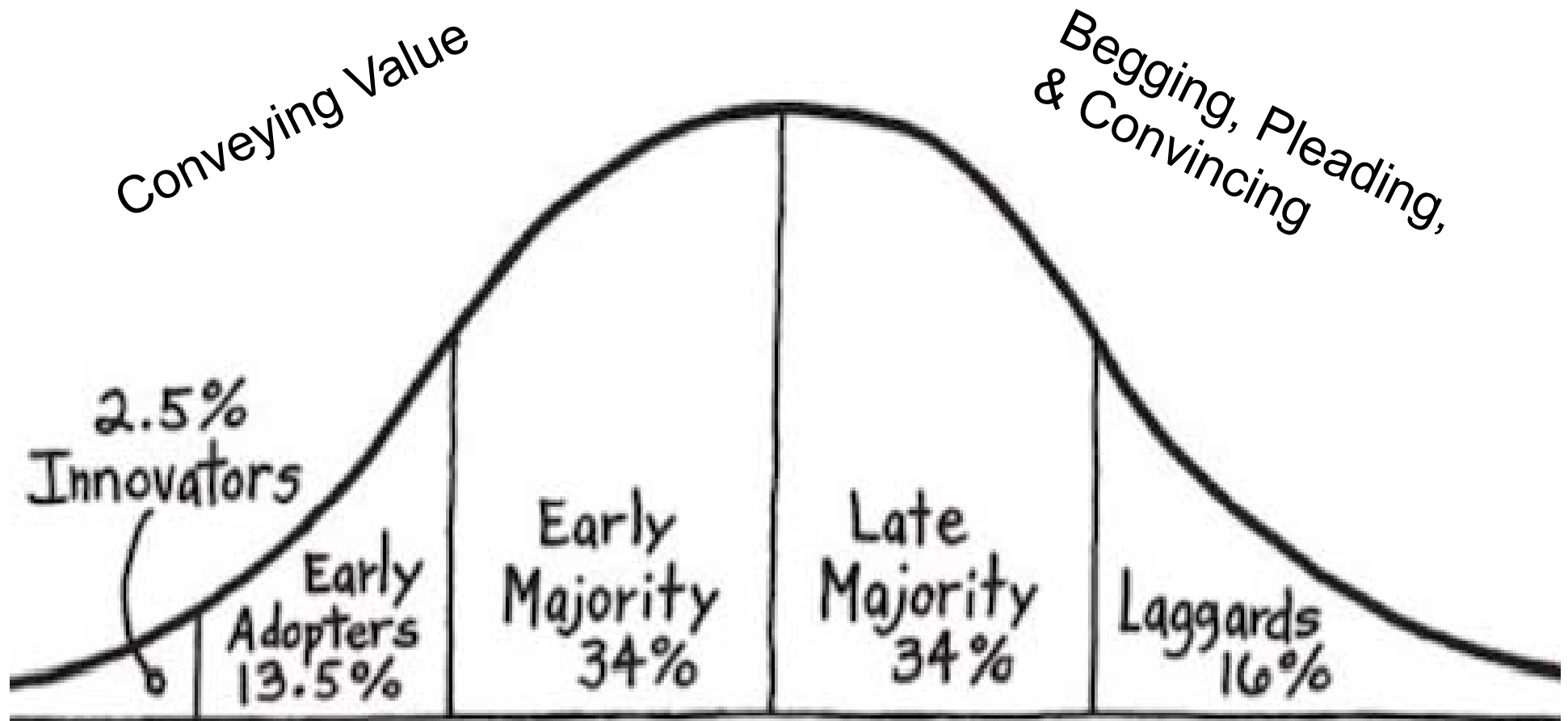
Target **Who needs to get on board?**

Scenario: The situation in which they
want your initiative

What's the sell, who wants it, and why

Who are you talking to?

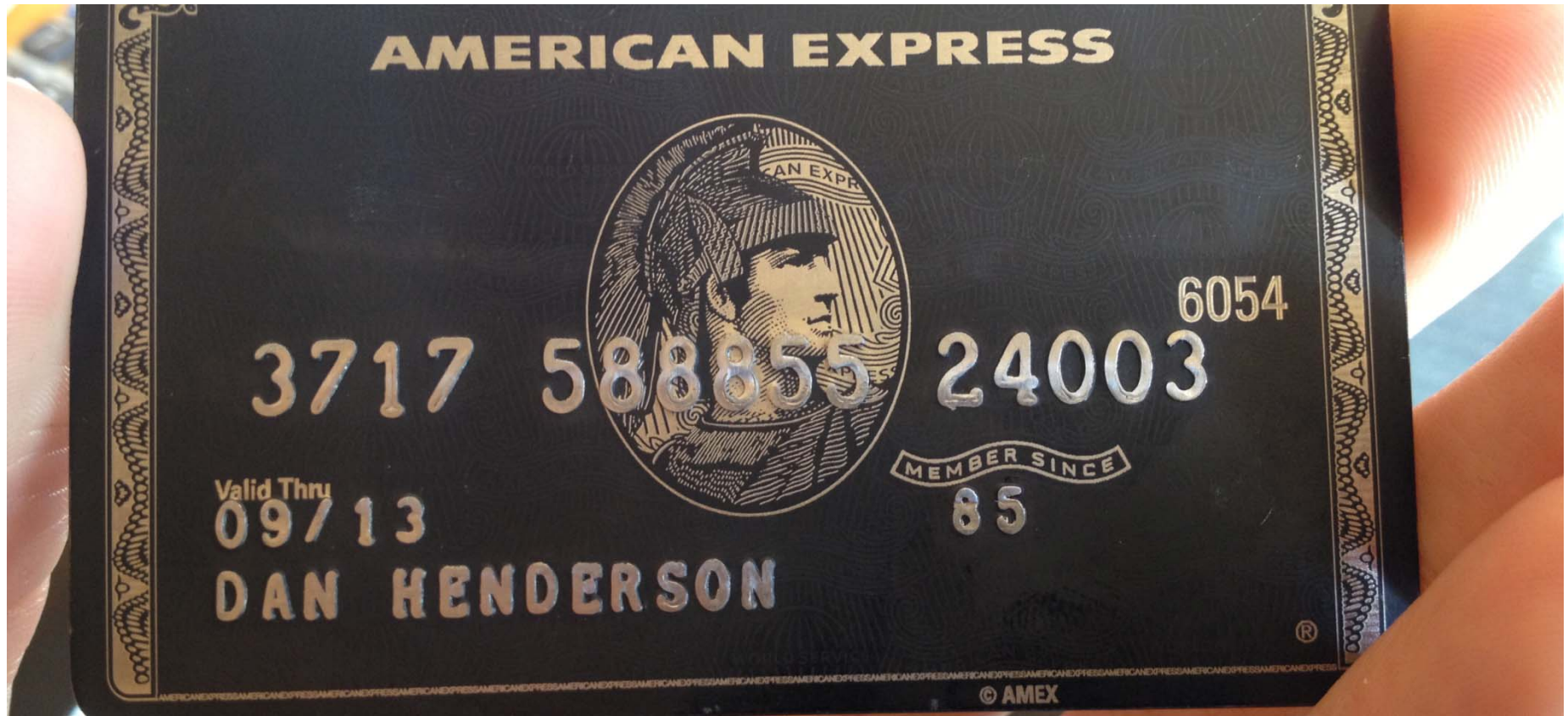
Know your target first



Know your target before you talk



7 Emotional Triggers that Drive Decisions



**Significance
Prestige vs Embarrassment**



Acceptance
Keep up vs Missing out



Greed

A Little Extra vs Getting Duped



Instant Gratification
Satisfied vs Longing



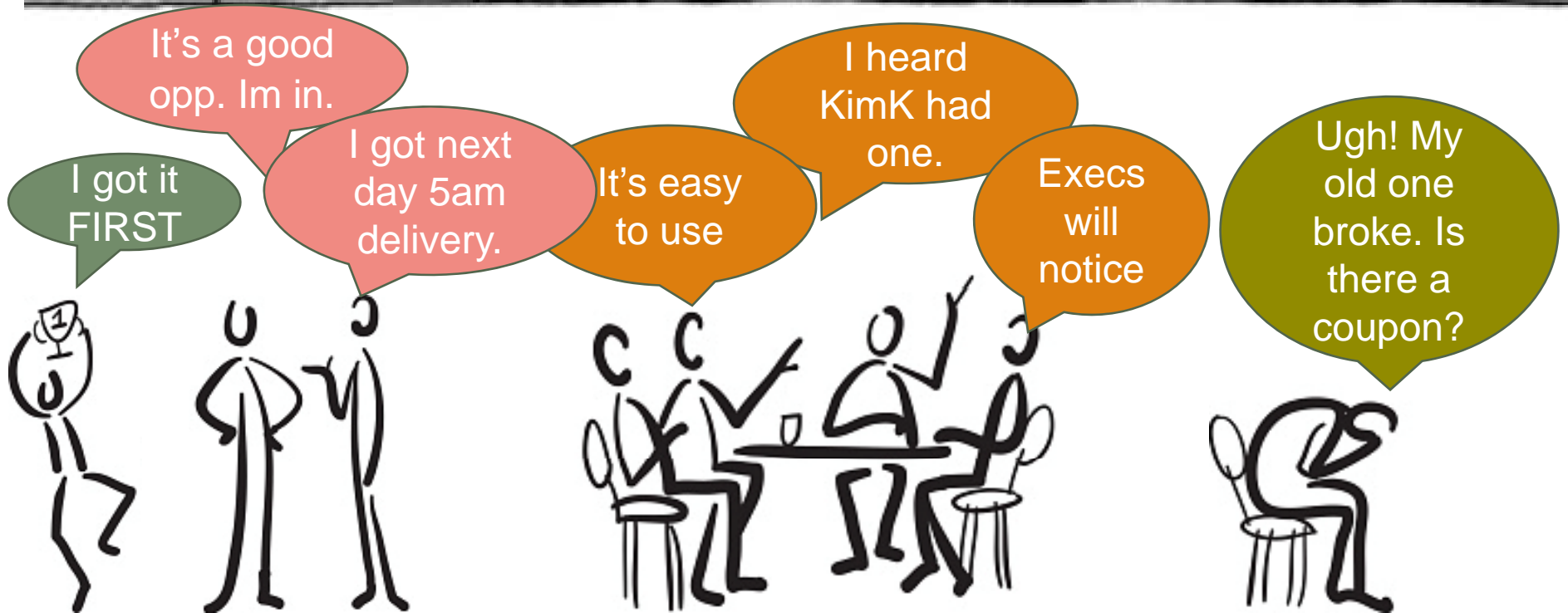
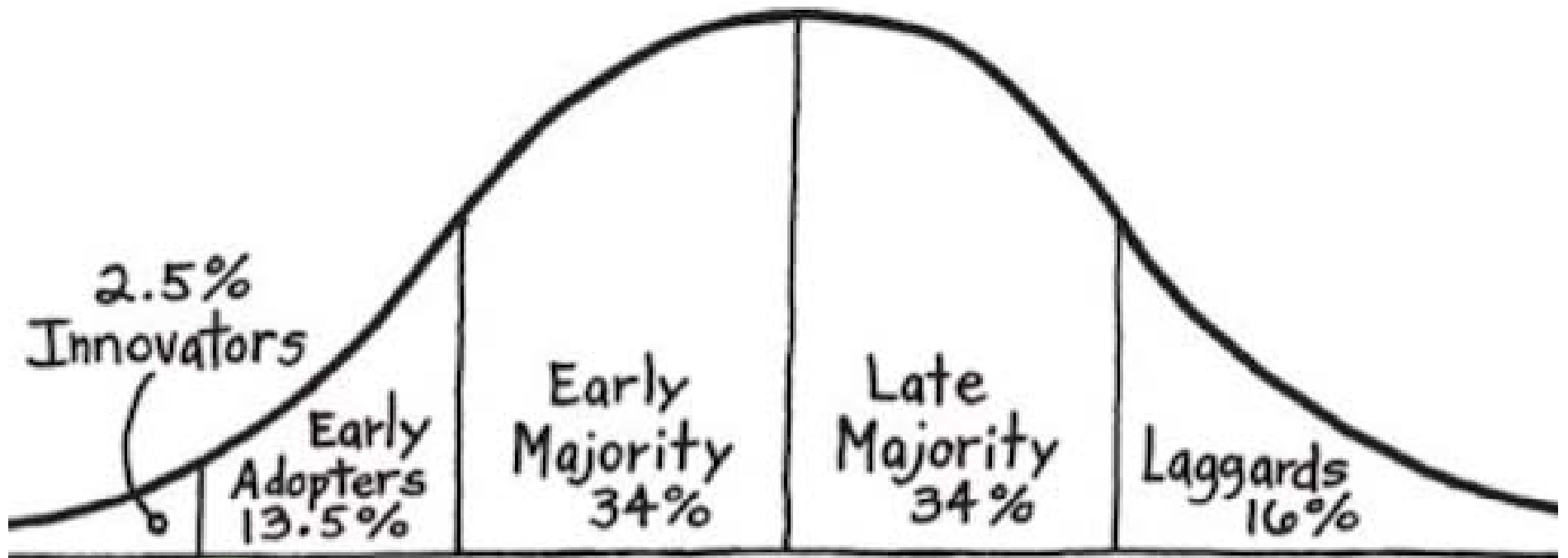
Dominance
Win vs Loss



Opportunistic / Indulgence
Exclusive Experience vs
Never Having A Chance



Simplicity
Smarter vs Confusion



Initiative: On what do you want buy-in?

Target Who needs to get on board?

Scenario: **The situation in which they
want your initiative**

What's the sell, who wants it, and why



Create the Conversation

Frustration, Fears, Desires, and Breakthroughs



Tap Into Their EMOTIONAL BRAIN in 4 steps

<p>Frustrations (E) What can't they do that they want to do? When you define your scenario, what makes them frustrated?</p>	<p>Desires (E) What do they really want? What are their motivators?</p>
<p>Fears (E) What are they really afraid of?</p>	<p>Your Initiative Results (L) How can your initiative annihilate fear, alleviate frustrations, and deliver on desires – All while speaking the language of your target.</p>

What are the BENEFITS?

ISSUES AND
CHALLENGES
ARE **LOGICAL**

FRUSTRATIONS
ARE **EMOTIONAL**

BUY-IN starts at an EMOTIONAL LEVEL

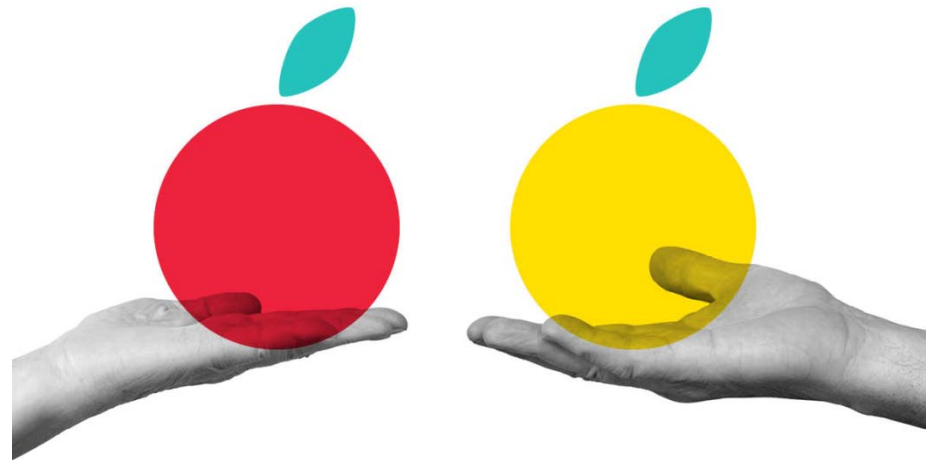


Negotiation Guidelines

What to do before you go in

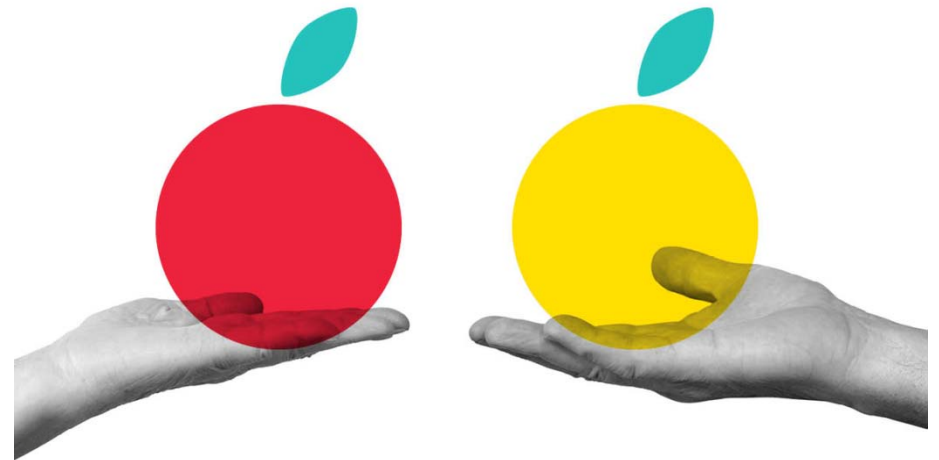
3 Critical Lessons of Negotiations

- N³ Rule
 - Never Not Negotiating
- The most dangerous negotiation is the one you don't know you're in.



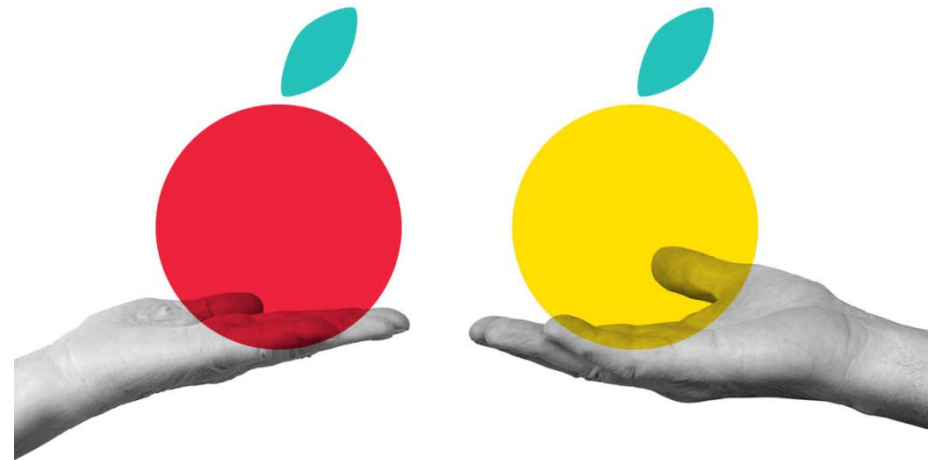
3 Critical Lessons of Negotiations

- Rule of Power
 - She who has the power can give them power
- The secret to gaining power is giving the other side the illusion that they are powerful and in control.



3 Critical Lessons of Negotiations

- Live by the LQS Ratio
 - 70% Listening
 - 20% Questioning
 - 10% Solving
- He who speaks most loses

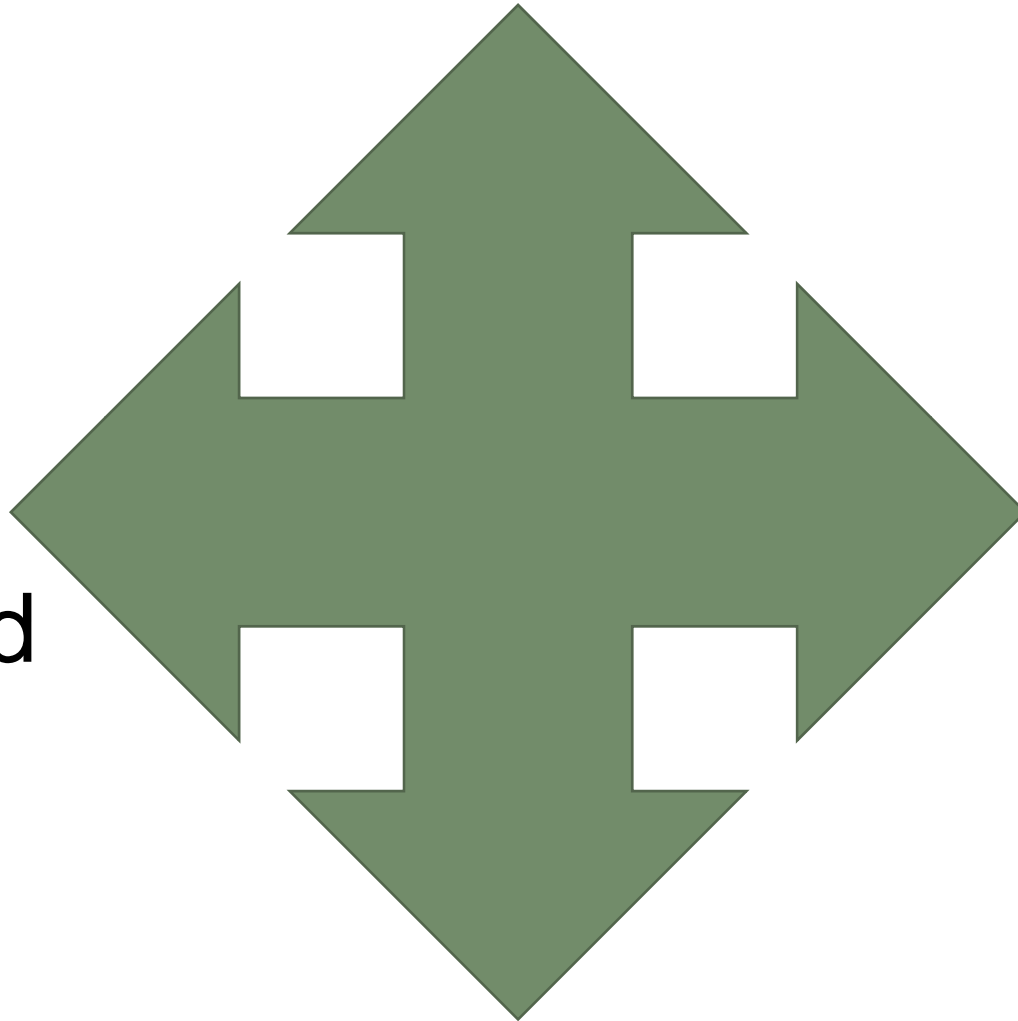


Next Question

Solve
or Defend

Shift

Accept



5 WAYS TO INFLUENCE THE CONVERSATION

POWER SECRETS FROM
FBI HOSTAGE NEGOTIATORS



I'd get on board but I am not sure about the funding.



#5 - Get More INFO with a MIRROR



You're not sure
about the
funding?



#5 - Get More INFO with a MIRROR



We'd love to
do it, except
we can't
allocate those
resources.



#4 - Give them POWER



It sounds like resources put this out of **your** reach. What if I knew of a way that **you** could reach it?



#4 - Give them POWER
Reframe can't statements as possibilities.

I want you to
deliver the
presentation to
the board
tomorrow at
8:00 am



**#3 - Give them the IDEA so they feel
POWERFUL**



Absolutely.

We have BMC
until 8. E-Suite
all day. Rimans
tonight.

Lets talk about
HOW can **we**
get that done?



**#3 - Give them the IDEA so they feel
POWERFUL**



We are talking
about \$15K.

That's a lot!



#2—The Point of RIDICULOUSNESS



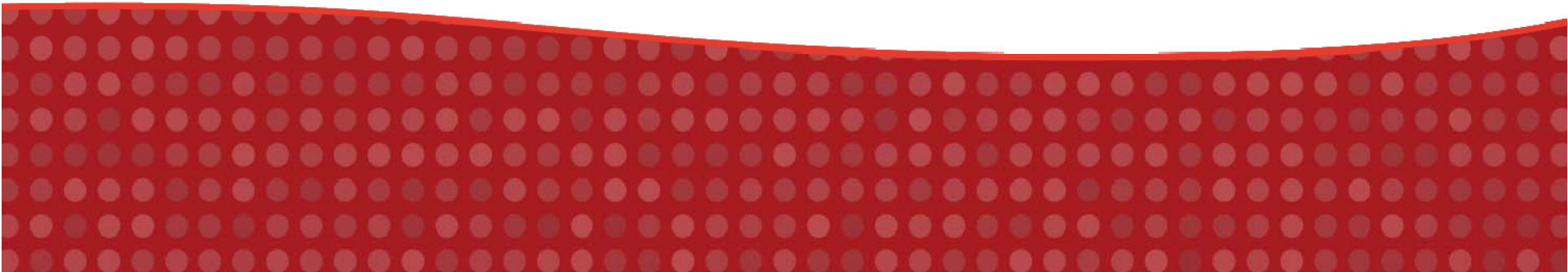
Right. There are 10K people. We are talking about \$1.50 per person. Less than the cost of a bagel. Do we need bagels?



#2—The Point of **RIDICULOUSNESS**

Turn a negotiation point into a non-factor

Q?



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Q?

What to know the last tip?

**HOLD
SOMETHING
BACK**

#1 - Never show all of your CARDS



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THANK YOU!