

ASK FOR IT

Negotiation tips to boost your long-term success

BY JACK SIMONY AND TANNA BOGURSKY

According to the World Economic Forum, negotiation will be one of the top 10 skills required for success in 2020, as it applies to all aspects of life. One good negotiation can mean the difference between long- or short-term success and failure. Don't wait until 2020 to start developing your negotiation skills. Start today with these five essential tips brought to you by the Women's Insights on the Art of Negotiation Summit.

1 The cost of asking is lower than the cost of not asking.

We understand that it can be nerve-racking to enter into a negotiation with a superior, but it usually pays off. As Wayne Gretzky famously said, "You miss 100% of the shots you don't take." So how does this apply to negotiations? Essentially, if you don't ask for it, nobody will. Whether it is for a higher salary, more vacation days or a better assignment, negotiate for yourself. If you want something, ask for it!



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2 Know what the other side has to offer and make your requests accordingly.

In other words, be reasonable. While it is smart to ask for a little more than you expect to get, don't start your negotiation asking for way more than you could possibly

expect to receive. If you know your company's budget, ask for a salary increase within that amount. If you want a few more vacation days, don't ask for two months paid leave so you can backpack around Europe. Have high expectations, but not so high that your request is out of the realm of possibilities.

3 Know what the job requires and prepare for your new responsibilities.

Just like you should know what your company can reasonably provide, you should also know what your capabilities are. We all want that raise or promotion, but we are not all necessarily qualified for it. If you negotiate for a job or assignment that you cannot successfully complete, it will damage your credibility in your next negotiation.

4 Always aim to do what is best for yourself and for the group.

We all enter into negotiations trying to get exactly what we want. However, it is important to remember that the other person or group has the same mindset. Therefore, your goal should be to achieve the best possible outcome for everyone involved. Ask for what you want, but be ready to make some concessions. If the other side is angered by how the negotiation is going, they may not agree to anything at all.

5 Recognize that all aspects of life and work can be negotiated.

You might think that you only negotiate at work and that you only learned to do it as an adult. However, it is likely that you've actually been negotiating your entire life. As a kid, you bargained with your parents to let you eat an extra piece of cake or stay up an hour later. In college, you negotiated with your roommates about living space rules. When you got married, you negotiated with your spouse about all aspects of your wedding. As a parent, you negotiated with your child to get them to go to school or go to bed. So take the skills that you've already learned, and apply them to your negotiations at work. You might be an expert negotiator, and you just don't know it yet!

A BETTER LIFE STARTS NOW

With these essential tips about negotiation, now is the time to implement them into your every day life, both at home and at work. Don't be afraid to ask, question and negotiate. With each negotiation, you will learn from your mistakes and improve. Ask for feedback, practice with a friend or colleague and do all that you can to improve. With these tips in mind, you will start seeing yourself negotiating toward a better life. 🍀