

NEGOTIATING WIN-WIN OUTCOMES MasterClass

Because every sale is a negotiation



Presented by Duane Huff
Founder & Creator of
Selling With INFLUENCE™

What is a negotiation?

Every sale is a negotiation.

NOT every sale *nor* every negotiation is a win-win.

Seller

Buyer

Z.O.P.A.

Levels of Agreement



Z.O.P.A.

Protection Against Compromise

BATNA - Best Alternative to a N.A.

WATNA - Worst Alternative to a N.A.

WCS - No Deal. No Win.

Elements of Agreement

WHY - The non-negotiable reason

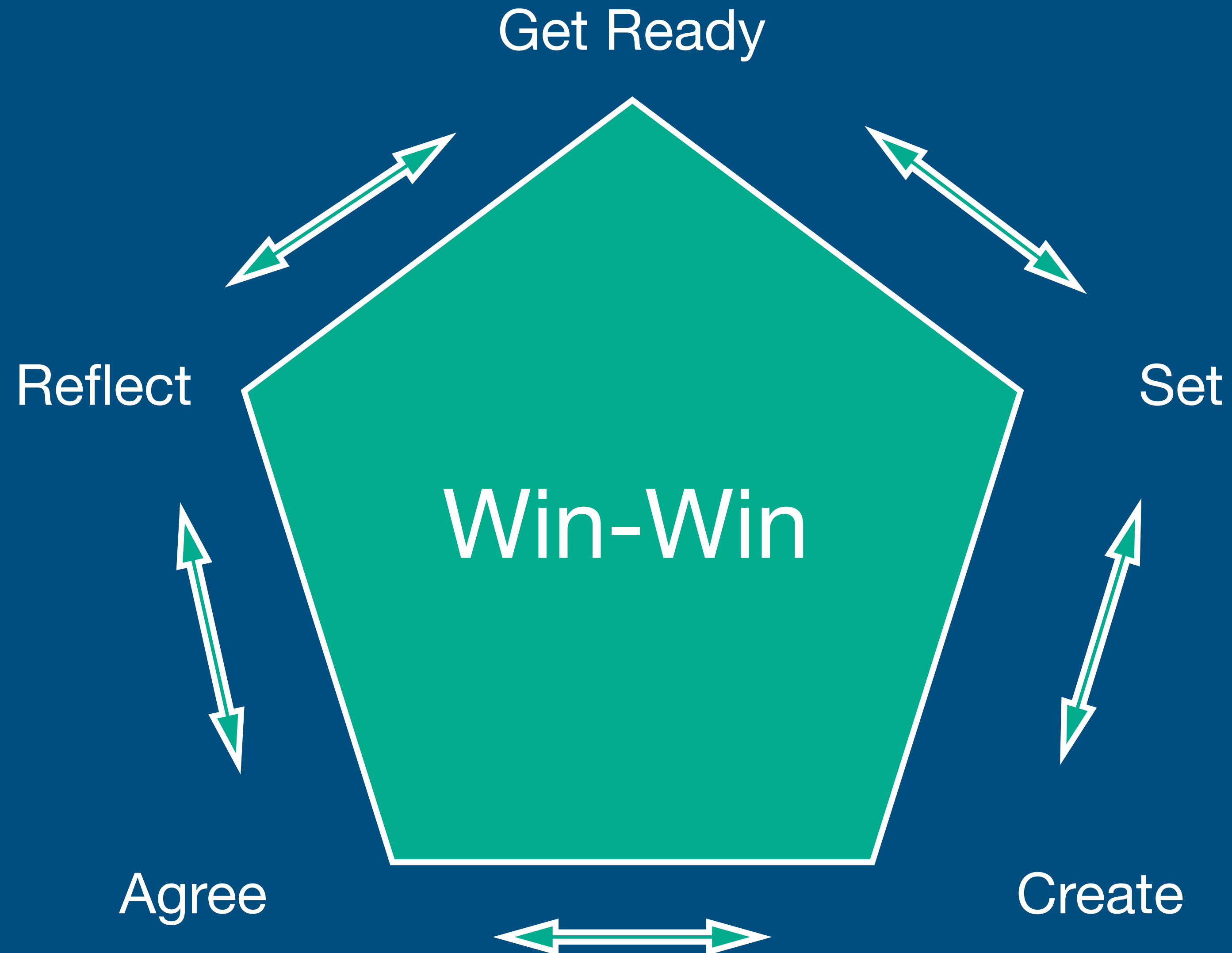
WHAT - The flexible/creative path forward

HOW - The potential agreement killer

Concessions (The Give and Get)

1. Cost you little to nothing
2. Valuable to Them
3. Vice-versa

Navigating the Negotiation



Building Trust

Appearance, Tonality and Words

Influence vs. Manipulation

Fight for Their Win (Fair and Comfortable)

Build a Personal Relationship First

People Support What They Help Create

Negotiation Tactics

Know It (the tactic) - included in PDF

Call It Out, Not Them

Ask a Question to Test

Address, Ignore or Build Upon

People Support What They Help Create

Negotiation Tactics (Examples)

1. The Anchoring Tactic

What it is: Throwing out the first number to psychologically set the “center of gravity.”

How to identify it: They present a number early — often extreme — before discussing value.

How to navigate: Acknowledge it, detach emotionally, and reset the frame:

“I understand that’s where you’d like to be — let’s zoom out and look at what you’re actually wanting to solve.”

Negotiation Tactics (Examples)

2. The “Budget Constraint” Move

What it is: Claiming they have no money, approval, or budget for your solution.

How to identify it: Phrases like *“We only have \$X”* or *“This wasn’t budgeted.”*

How to navigate: Disarm, then diagnose whether it’s real or resistance:

“Totally fair — help me understand how budgets are typically handled when solving this kind of problem?”

Practice!!!