



Episode 19 – The Three Greatest Negotiating Tips I’ve Ever Learned

If you want to improve your negotiation skills, you’re in the right place. In this episode of The Seth Campbell Podcast, I revealed the three greatest negotiating tips of all time (in my opinion). These are the top negotiation tips that I’ve learned throughout the years, and I can guarantee that they will help you dramatically improve your ability to get what you want.

Listen in to discover my three top tips to improve your negotiation skills and/or read the show notes for more information. Enjoy!

Whether you’re trying to build a successful business, convince your boss to give you a raise, or send your kids to bed on time, knowing how to negotiate properly is a must-have skill.

Top 3 Negotiating Tips

Not to brag, but I’ve learned a thing or two about negotiating over the years. I’ve built a number of successful businesses and coached other business owners on this exact topic.

So, let’s get into it!

Tip #1 – NoTriggers!

Everyone has triggers and they can take the shape of anything. You might not even realize you have a trigger – until it’s too late!

But what *is* a trigger?

Well, it could be something that somebody says or does that causes you to...

- Lose your temper
- Say something you didn’t mean
- Lose control of the conversation
- Lose sight of your goal to negotiate
- Lose the negotiation

“Many negotiations break down purely based on emotion, ego, fear, and based on being offended.” – Seth Campbell

When you understand your own triggers, you can develop a level of self-awareness that helps you to handle the situation professionally.

To reach that level of self-awareness, you must identify your triggers and learn to overcome them.

First, you need to realize that triggers happen when you (or the other person in the negotiation) enter the conversation with a pre-made assumption or 'story' about the other person.

Then, when a trigger raises its ugly head mid-conversation, it seemingly confirms that story you made up in your head and now you're triggered in some way.

How to prevent triggers and become a powerful negotiator

Thankfully, there is an easy way to prevent triggers and improve your negotiation skills...

Simply walk into the conversation without any assumptions or stories about the other person!

***“The best way to prevent triggers is to walk in with no baggage.”
– Seth Campbell***

Remember that negotiations are not just for landing the next big client or getting your boss to give you a huge raise. Negotiations happen every day. If you have kids, you probably negotiate all day, *every day*.

Key Takeaway: Walk into conversations *without* assumptions or beliefs about the other person's intentions and *listen* to what they're saying. Once you can do this, you'll become a powerful negotiator.

You know when you've overcome your triggers when you can actively defend the other side's position as if you're negotiating *for* them.

“The greatest negotiation skill you can have is compassion for the other side.” – Seth Campbell

Tip #2 – Be Clear On What Your Outcome Is & Flexible On How You Get There

Negotiations break down when people struggle to negotiate the 'how.'

Your behavior profile will impact how you negotiate. If your behavior profile leans towards an outcome, whereas someone else's behavior profile focuses on the process, those differences may arise as points of debate in the negotiation.

Be clear on what you want the outcome of the negotiation to be while also being flexible.

“Walk into a negotiation very clear on your outcome and flexible on your how.” – Seth Campbell

You can kill a negotiation with your ‘how.’

If your how doesn’t align with the other person’s ‘how’, everything can come crashing down very quickly.

To “win” a negotiation, you’ve got to:

- Be flexible on the ‘how’
- Be clear on your destination

.... It’s as simple as that.

Tip #3 – Chunking Up (Go ‘Big Picture’)

If you’ve got a high-stakes negotiation coming up, this is the tip for you.

Let me paint the picture...

I was in a class where they divided us into pairs, and we had super controversial debates with each other. I’m talking about discussions around sensitive topics like abortion and the death penalty. They were highly charged subjects that most of us would rather not talk about.

Nonetheless, we debated on these topics and used the ‘chunking up’ strategy, which is basically looking at the bigger picture.

It was about getting down to the root of the debate and finding out the reason why the other person believed abortion, or the death penalty is right or wrong.

This involved asking specific questions that focused on the bigger picture. And the bigger picture happened to be where both sides of the argument could find common ground in one way or another (for example, world peace, humanity, etc.).

The ‘chunking up’ tactic is an effective way to find common ground with the other person in the negotiation.

Yes, you’re talking about specific topics. But can you ask other questions that bring in the bigger picture? And can you keep going until you both find common ground where you can understand and respect each other?

You might even discover that you both want the same thing.

“If you chunk up high enough, you'll both be the same... if you go big picture enough, you're going to find that you both want the same thing.” – Seth Campbell

I hope you've learned something from these three tips for improving your negotiation skills!

Remember that negotiation is essentially a conversation with the desired outcome. You can have a negotiation with your employer, a client, a potential customer, a family member, a spouse, and even your (very stubborn) kids!

Discussion Guide:

Here are a few simple tasks to help you 'win' your next negotiation:

1. What are your triggers? Write them down – identifying your triggers is the first step towards overcoming them!

2. Defend the other side of the negotiation – what is the *other* side of the argument? Write it down...

3. What is your desired outcome? How do you plan on reaching that outcome?

4. What is the 'bigger picture' or common ground of your upcoming negotiation?

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