

Use Power Words Shrewdly to Negotiate Successfully

By Greg Williams

Words have power, and in a negotiation you're perceived as being more powerful when you shrewdly use words that the other negotiator perceives as possessing strength. Our words have impact on the person with whom we're conversing, and we affect that person from a negative or positive perspective based on what we say, how we say it, and the manner in which it's perceived. If you want your negotiations to be successful, discover how and when to use power words that influence others.

- **Using power words**

Power words are words that convey a stronger commitment to a position than words that would leave the listener in a precarious state of mind, related to a less than stringent perception that he otherwise might have. Some words convey a weaker commitment to a position (i.e. maybe, try, might, possibly, I think). By using such words, you weaken your position while leaving yourself open to challenges. To be perceived as possessing a stronger commitment to your negotiation position, use words that convey more conviction (i.e. I know, success, will do, guarantee).

To be perceived as being stronger, speak to what you're for, not for what you're against. Manage the level of negativity that could seep into the negotiation.

- **Before the negotiation**

Prior to the negotiation, ask yourself what demeanor you wish to project and how much power you want to convey in the negotiation. If you project an image that's too strong, or overbearing, you can alienate the other negotiator. Therefore, you have to measure the degrees of power carried by your words. Your words must be compatible with the manner in which the other negotiator is accustomed to receiving such messages, and should have the same meaning as he understands their conveyance.

- **Body language**

Being able to read and interpret body language gives a negotiator an advantage. Even when you use the appropriate words to match the situation, you still have to deliver those words in a manner that's perceived as being in alignment with the actions of your body. If the situation does not call for it, avoid the appearance of being perceived as brash. You don't want to have the other negotiator be in agreement with your position, only to have him back away because he adopts a feeling of buyer's remorse due to a misalignment between your words and actions.

- **Assumptive questions used for power**

When negotiating, there are ways to use questions to gather additional information, to which the other negotiator assumes you already have the answers. This tactic is called using assumptive questions.

Assumptive questions are secondary questions that bypass an initial question that implies you already know the answer to the question that was bypassed (e.g. What led you to lowering your price in the past?). In a non-assumptive question environment, the initial question would be, have you lowered your price in the past?

Continued on next page

By asking the assumptive question (what led you to lowering your price in the past), you give the *impression* that you know the other negotiator lowered his price at some point. When placed in such a position, the other negotiator will go into reflective mode, in an attempt to determine if you're aware of the fact that he lowered his price in the past. Even if he states that he did not lower his price in the past, you may gain additional information about his negotiation position, and thus the reason this tactic is so powerful.

From your words comes power. If you lack the vocabulary to convey your message in a strong and succinct manner, learn the language of success as it pertains to the person with whom you're negotiating to gain the upper hand.

Negotiation Tips:

1. Words can convey power, but words without synchronized body language can lead to confusion. To be perceived as being more credible, be sure your words, body language, and actions are aligned with your message.
2. In a negotiation, silence can be golden. Even when being silent, you're still sending a message.
3. When negotiating, sometimes you have to escalate your rhetoric in order to be in a stronger position for the next phase in the negotiation. In such a position, use words that express power to subliminally send a stronger message.

Sometimes you have to tell yourself, "yes I can." Then believe it. You don't have to accept the plight of a negative outcome in a negotiation, if you chose not to. If you use the words that convey your negotiation position with power and do so succinctly, you'll control the direction of the negotiation. This will enhance the probability of a successful outcome... and everything will be right with the world. Remember, you're always negotiating.

About the Author

To discover more negotiation tips, along with how to read body language, strategies, and tactics that you can use to increase your financial resources, along with every aspect of your life, please visit <http://www.TheMasterNegotiator.com> and sign up for the Free Negotiation Tips. If you'd like to enhance your business operations by inquiring as to how you can have Greg Williams speak at your organization send an e-mail to Info@TheMasterNegotiator.com.

Reprinted with permission. Article Source: <http://EzineArticles.com/6378662>

This article is reprinted from the August 2011 issue of the PharmSource PERISCOPE, a free monthly e-newsletter that provides valuable business insights for pharma vendors. The PERISCOPE is a companion publication to the PharmSource Lead Sheet (PLS), which delivers up to 70+ fresh, targeted leads to pharma vendors via e-mail every week. For more information, please call PharmSource at 1-703-383-4903 (ET USA) or visit us at www.pharmsource.com.