



Overcome the Top Ten

Biggest Negotiation Mistakes Speakers Make

1

Ego Gets In The Way

- Don't waste people's time.
- Self-Focus: WII-FM.
- Help **them** shine.
- Be easy to work with.
- Un-install the "Like me" button. Is it worth it?
- More business is your "Thank You!"
- They are talking to you for a reason: Your job is to find out Why.

2

Fear of Talking Money

- Think Dentist office.
- It is never a money issue.
- "Range is \$_____ to \$_____. It depends on what I'm being asked to do when and for how many. Let's see if I'm even a fit first." **(KNOW YOUR FEE...THEY WILL TELL YOU WHAT THEY HAVE.)**
- May be easier for others to do this for you.
- "I'm competitive but I'm not the cheapest."

3

Comparing Yourself to Other Speakers

- You are **not** like everyone else. What is success to you? (Don't badmouth others either.)
- Fee integrity (Associations/Bureaus/Past Clients/Industries) vs. Eat Integrity.
- Look at e-Speakers. (Sort by topic.)
- "That doesn't fit my business model."
- Linda's Personal Reminders: "I am not a catalogue." & "People don't move on my schedule."

4

Selling Not Solving Problems

- Stop showing up and throwing up.
- Find the issues first: What change needs to occur? What purpose are you serving?
- Stop | Start | Continue.
- Helps to have multiple programs/offerings so you can continue the relationship.

5

Treating All Stake Holders the Same

- Different levels have different interests and need different communication.
- Corporate: C-suite, Director, Manager, Front Line, Individual Contributor, HR, Training, Admin.
- Associations: Executive Director, Board, Meeting Planner, Education, Exhibitor, Supplier, Attendee.
- Follow-up: Find a way to stay in touch and genuinely care about others.

6

Afraid of Looking Stupid

- Must ask questions to learn their world.
- What is important to them?
- When you say transformation...?"
- "What is a MPV Report?"
- "I'm not sure yet. I have some ideas but want to hear what you say first!"
- Benefits: use their language and deliver what they **ask** for and what they **need**.



7

The Guru

- Not “fake it until you make it” or be seen as all-wise and powerful.
- Instead use their experts and collaborate.
- Get specific situations/scenarios/examples.
- Ask for 5 names so you can talk to at least 3.

8

Believe What You’re Told

- Probe, stay curious, listen for what is not being said, stay open to possibilities.
- “What would a win look like?”
- They **always** have an **idea**.
“How do you think this program should go?”
(ex: Everyone together, separate, one big speech, 1 day/2 day)
- “What has worked in the past?”
- “What has not worked in the past?”
- “Is this really that big of a problem?”
- Present ideas as options.
- Letter agreements instead of proposals – Relationships first – Needs.

9

Afraid of the word “No”/Saying or Hearing

- Must be able to walk away.
- If you are not hearing “No” & (“See you Fund” you’re not asking for enough.)

10

Unable to Measure and Show Results or Understand Your Value

- Quantify your results: proof, statistics, improved, decreased. How to show this time was “worth it” words.
- “How would you know program is successful?” (Includes: laughing, ask for more, etc.)

Bonus Resources: Text “ASK” to 42828 for audience response and to see how we do our newsletter. Also, go to LindaSwindling.com/nsa for speaker resources. Negotiation Articles: LindaSwindling.com/blog Videos: LindaSwindling.com/videos

Linda Byars Swindling, JD, CSP



Linda Swindling empowers leaders to negotiate successful outcomes...in Everything from Big Deals to Workplace Drama using practical strategies that work.

Linda has authored and co-authored twenty books and is the creator of the popular *Passports to Success* book series including her most recent books, *Stop Complainers and Energy Drainers: How to Negotiate Work Drama to Get More Done*, *The Manager’s High-Performance Handbook*, and *Ask Outrageously: The Secret to Getting What You Really Want*, *WINTEGRITY: Win with Ethics, Trust and Integrity*. Named one of the Top 30 Global Gurus in Negotiation, Linda knows firsthand about high-stakes communication, and influencing decision makers.

A Certified Speaking Professional and “recovering” attorney, Linda is a past-president of NSA-North Texas, a Jos. J. Charbonneau recipient and a past national officer & director of the National Speakers Association. She is currently on the NSA Foundation’s Board of Trustees as the Scholarship Chair.



What Do You Have That They May Want?

Ways to Offer Your Services to Increase Your Fees and Business

Ways of Presenting

Keynote

Workshops-2 hour-full day

Breakout Sessions

Emcee/Run the show

Webinars/ Live Audience and Webinar (Do you want me to do a webinar on xyz?)

Break up a full day into ½ days? Several short sessions?

Video Series/ A Video a week

Audio Bit

Live Videos and Vendor Presence

Facilitate Group/Strategic Session/Conflict/Change

Interview Panel of Experts/Interview their Leaders

Boot Camp/ Retreats

Pre/Post Convention or Conference Seminar

Roundtable Facilitation

Virtual Follow-Up Calls (Zoom)

Focus Groups

Special Group Sessions/Education (Vendors, Trade show participants, CEOs)

Team Builders or Team Building Exercises

Energizers/Refreshers

Mini Speeches (7-15 min.)

Live Video

Using Your Observations/Expertise

1:1 Coaching

Group Coaching

Laser Coaching

Executive Briefing

Consulting

Brainstorming/Ideation/Problem Solving

Interviews (of Vendors, Clients, Employees)

Secret Shopping (Tradeshow booths, places of business)

Visit with Vendors (invite into session)



Making It Special to Them/Driving Home Value and Connection

Social Media Posts

Original Customized Stories/Activities (Can charge development fees)

Book Signing

Book QA

Scavenger Hunt

Virtual Scavenger Hunt (Social Media)

Team Builders

Mastermind Creation/Monitoring

Train the Trainers Programs/One time or On-going

Pre-Survey or Polling during session

Post-event check-ins

Man-on-the-Street Interviews

Design Thinking Group Activities

Tools

Individual and Group Assessment with or without Debriefs

Publications: Newsletters, Articles

Leave Behinds

Learning Management System

Blog

Articles

Books

Podcast

On-line Follow-up

What Can You Negotiate?

Everything!

-What Can You Offer That They Value?

-What Can They Offer You that You Value?

Ex. Extra Night's Stay? Tickets to "Cool" Events? Video? Referrals? Additional Calendar Days? Purchase of Books? Early Payment? Introduction to Their Vendors/Clients/Partners? Retainer? Services? Electronics? Products? Services? What do you need they will give you?

Get ideas from: <http://www.speakernetnews.com/post/compensation.html>