



*An Approach To
Negotiation For
Medical Illustrators*

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*Negotiation
Is An ART*

Not a Science

*Latin Root of
"Negotiate"*

Is

Negotiatus

Meaning

"To Carry On Business"

Golden Rule of Negotiation -

“People will not negotiate with you unless they believe you can hurt them or help them”.



*Successful
Negotiators
Follow An Organized
Process*

Five Step Approach:

STEP 1 - Collect & Exchange Information

STEP 2 - Determine Issues: Money, Usage, Rights Granted

STEP 3 - Your Wants, Needs, Goals & Positions

STEP 4 - Client's Wants, Needs Goals & Positions And Alternatives

STEP 5 - Creation Of Your Settlement Range



Collect & Exchange Information

- **Establish Rapport, Be Personable, Warm And Open**
- **Gather Information From The Client About Them, The Job (in detail), Usage And Deadlines**
- **Educate The Client About You And What You Do (Your Value To Them)**



*Issues
To Be Negotiated*

Money

Usage

Rights Granted

Deadline

Other



Money

Establishing Your

Base Price

**Hours X Hourly Rate =
Base Price**



Base Price

**Absolute Minimum Amount You
Must Receive To Avoid Losing
Money On Project**



Base Price

+

*Market
Value*



Base Price
+
Market Value
+
*Usage/Grant Of
Rights Value*



Base Price
+
Market Value
+
Usage/Grant Of Rights
Value
+
Profit Margin



*Total Monetary
Value
Of Project*



Wants

Needs

Goals

Positions

Issues

Money

Usage

Rights

Deadline

Other

Wants

Needs



Wants

Needs

GOALS

Positions





*POSITIONS
REPRESENT WAYS
TO ACHIEVE GOALS
OR SATISFY
NEEDS*

NEGOTIATION



When Setting Goals...

Aim High

Individuals Who *Expect And
Aspire To More* When
Bargaining...

GET MORE

What Are Your Client's Wants, Needs and Potential Goals?

**Can You Think Of Any
Variations Or
Alternatives to These?**

A vibrant, multi-colored nebula in shades of blue, purple, and green, with several bright yellow-green stars scattered throughout. The text is overlaid on this background.

BATNA

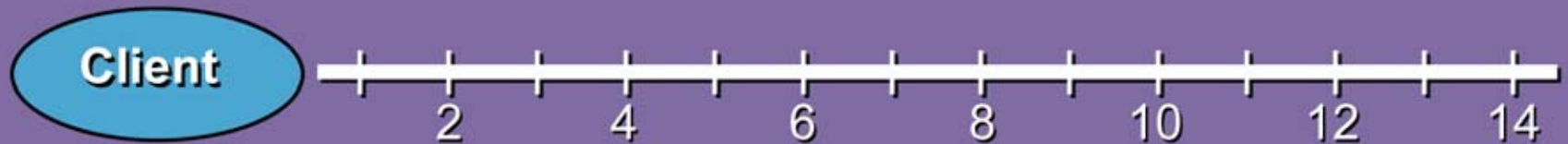
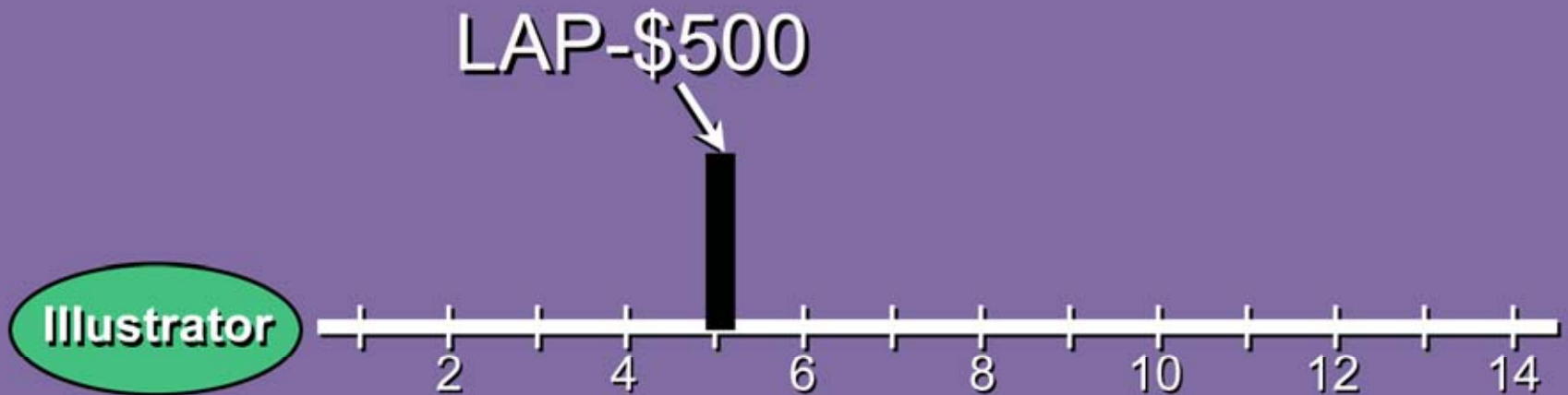
**Best Alternative To A
Negotiated Agreement**



*The
Settlement
Range*

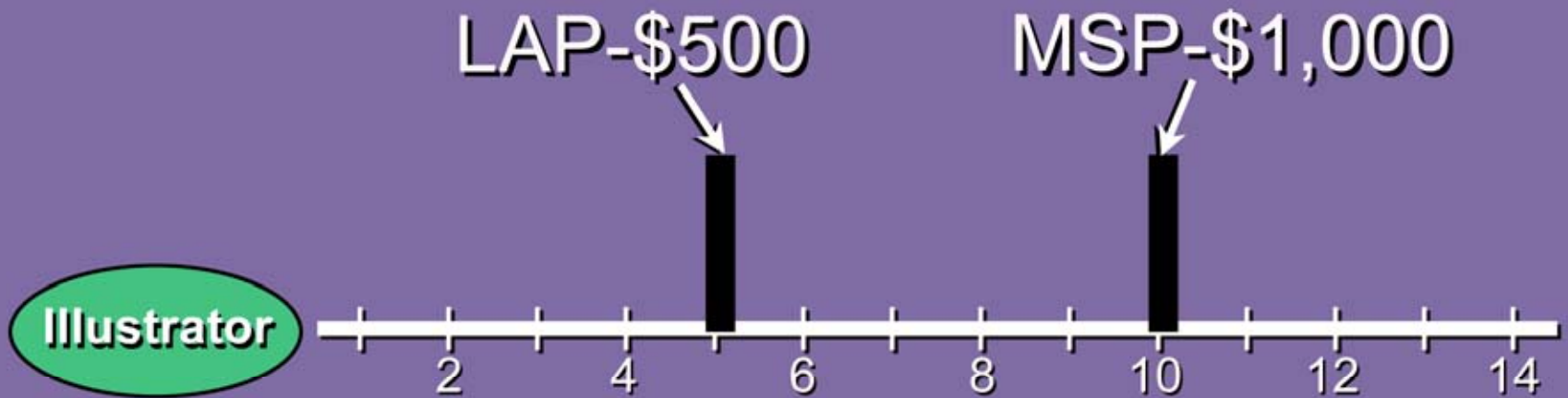
A Negotiator's Best Friend

Settlement Range



LAP- Least Acceptable Position

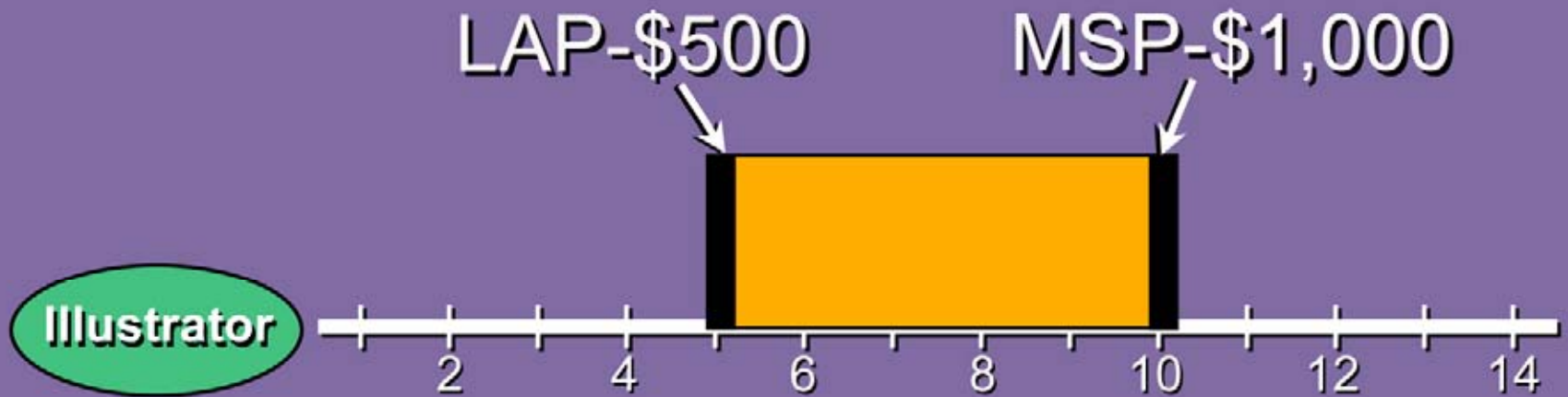
Settlement Range



LAP- Least Acceptable Position

MSP- Maximum Sustainable Positon

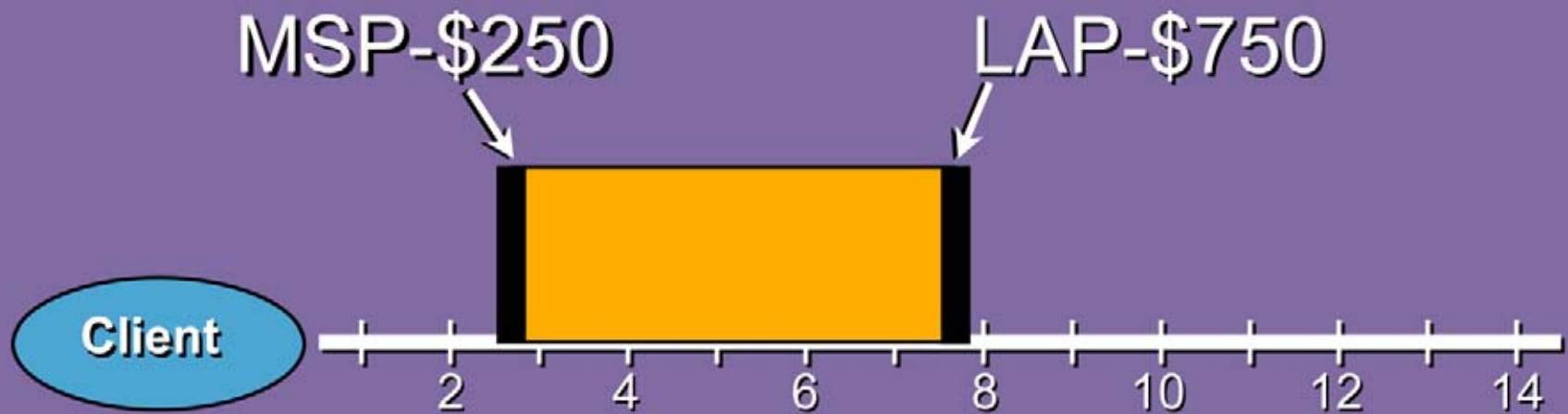
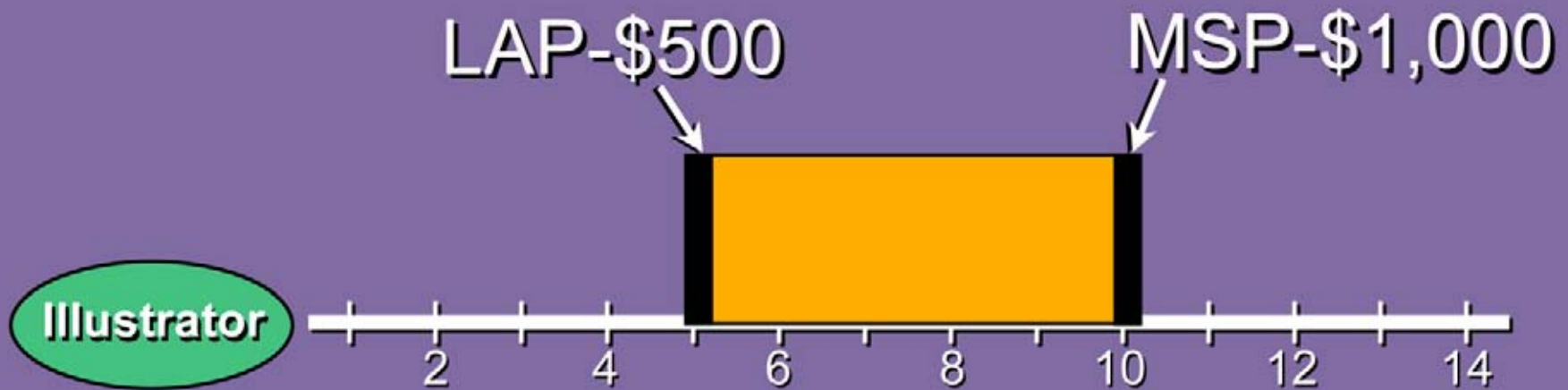
Settlement Range



LAP- Least Acceptable Position

MSP- Maximum Sustainable Position

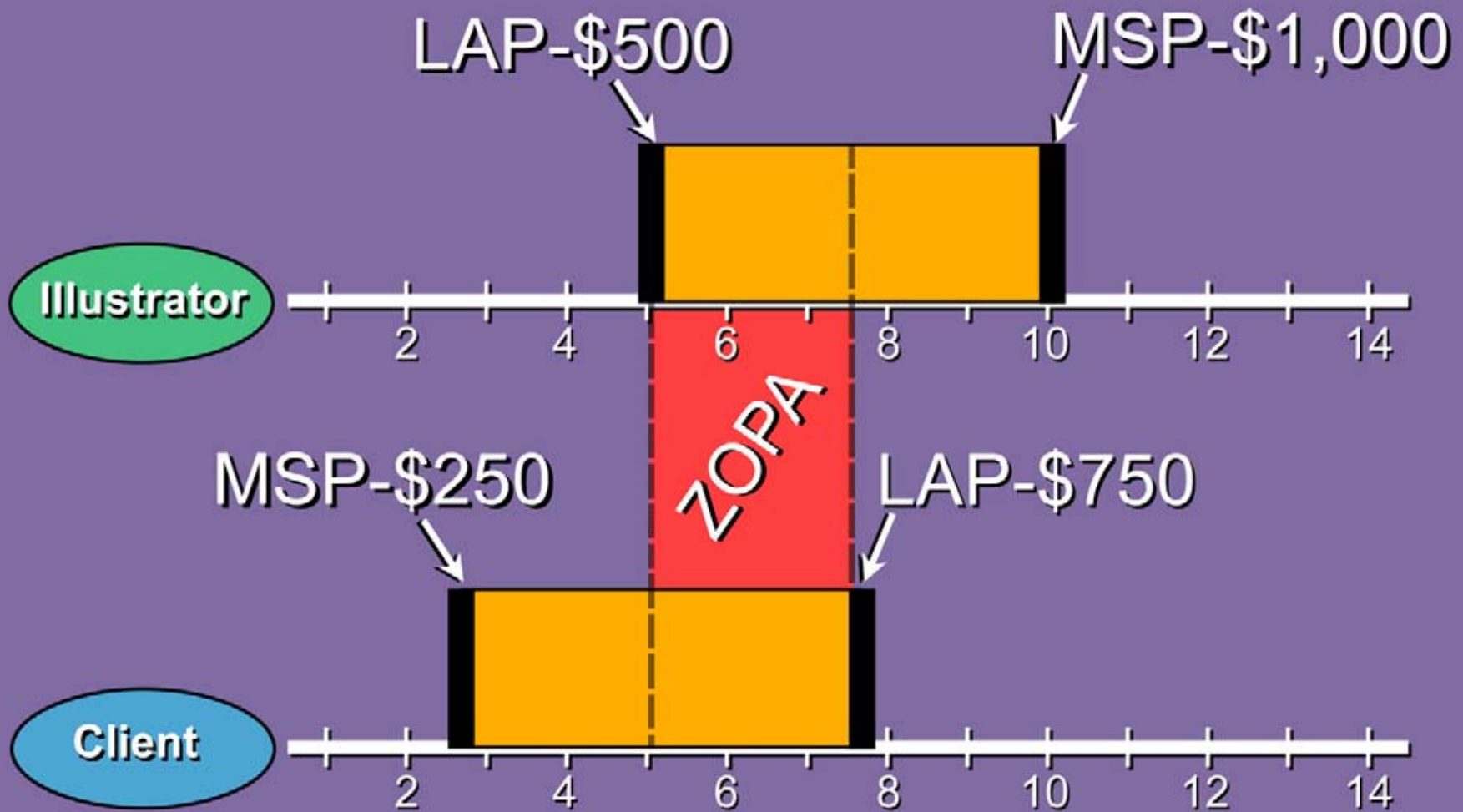
Settlement Range



LAP- Least Acceptable Position

MSP- Maximum Sustainable Positon

Settlement Range



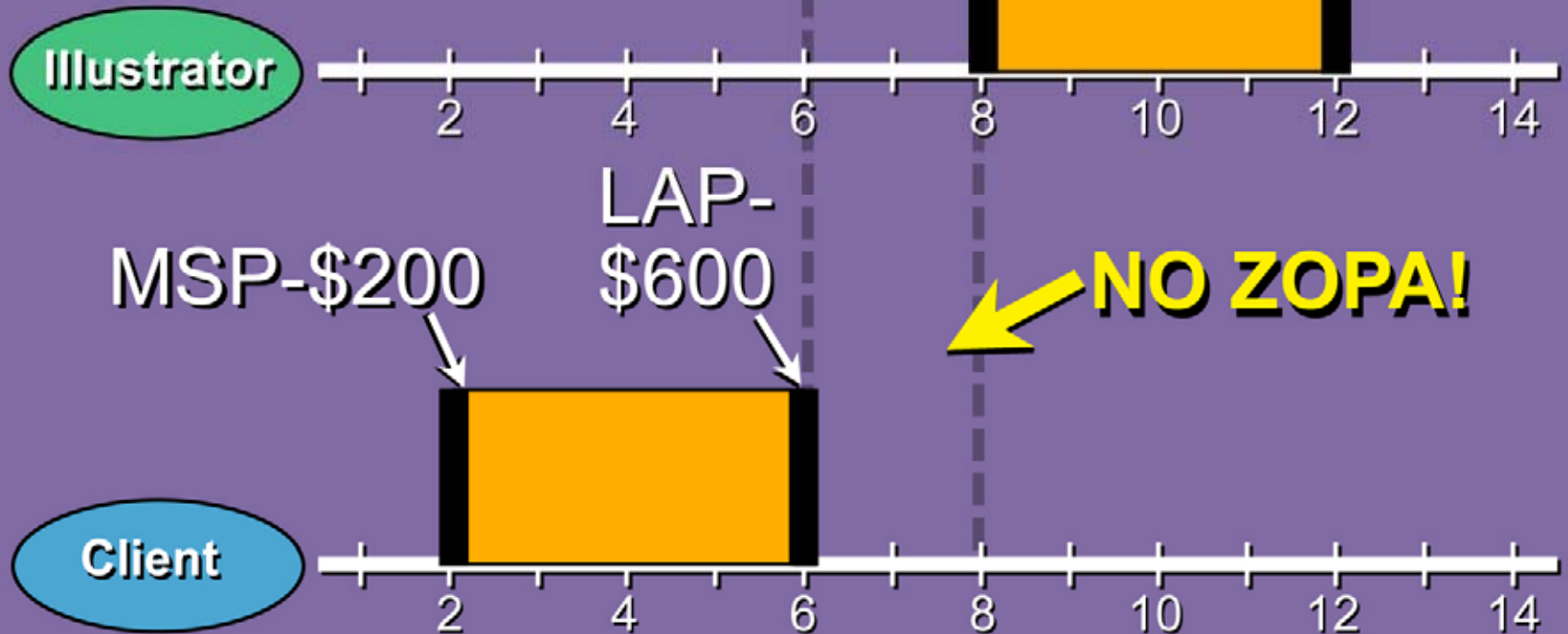
LAP- Least Acceptable Position

MSP- Maximum Sustainable Positon

ZOPA- Zone of Possible Agreement

Settlement Range

LAP-\$800 MSP-\$1,200



LAP- Least Acceptable Position MSP- Maximum Sustainable Position
ZOPA- Zone of Possible Agreement



*Useful Negotiation
Tactics*

Tactics

**Behaviors or Actions To
Serve A Purpose Or
Pursue A Goal**



Integrative Tactics

Win-Win

A vibrant cosmic background featuring a mix of teal, orange, and red hues, with numerous small white stars and larger, glowing nebulae or galaxy structures scattered throughout.

Distributive Tactics

Win-Lose

More Distributive Tactics And Countermeasures

- Exaggerated Offer
- Authority Limits
- Silence
- The Crazy
- Flattery
- Strawman/Red Herring
- Bundling or Nibbling
- Walk-Away
- Printed Word
- Waiting in the Wings
- Cherry Picking
- Offer Withdrawal



One Last Tactic

Fair and Unfair



Bargaining Chips

**Every Issue And Item
Has Value**



Individual Negotiating Styles

Competing Accommodating
Avoiding Collaborating
Compromising



*The Role Of Fear
As A Block In
The Negotiation
Process*



Power In The Negotiation Process

**Your Ultimate Power In
A Negotiation Is Your
Ability To Walk Away**



The End

**Thank You For
Attending**