

HOW CENTER STAGE IMPROVES NEGOTIATIONS



When a negotiation is successful, all parties feel they received value and made progress. Discerning what is valuable to each party can be a puzzle. People may be reluctant to reveal what is most valuable to them, fearing disclosure could be a vulnerability the other side might use to gain an unfair advantage.

Center Stage processes help you decipher the emotional context during negotiations to create options and optimal solutions. The program prepares you to think on your feet, be flexible, and pivot perspective when needed to optimize outcomes.

EXAMPLE



Even simple negotiations benefit from the Center Stage processes such as requesting help from a reluctant party, asking for a promotion or other benefit, and making a sale. The sales force of a technology company funded by Hewlett Packard launched their sales campaign after completing Center Stage. This new perspective meant their focus was geared toward meeting client needs, versus a one-sided push to sell the features of their product. The success of the sales effort resulted in exponential growth.

CENTER STAGE TIP

Eye contact is a powerful communication tool. During serious negotiations, simple techniques are often overlooked. There are two parts of eye contact: the quality of the speaker's eye contact and the speaker's ability to take in, observe carefully, deeply, the eyes of the people being spoken to. Start by remembering two ideas:

1. Are your eyes and facial expressions neutral-to-kind, patient, and attentive versus flat, detached, defensive, or self-centered?
2. What are you seeing in the eyes of the person you are speaking to and are you looking deeply and directly into their eyes without staring?

These are difficult skills to achieve and take practice--over and over again. Unlike the skill of learning to ride a bicycle, where once learned always available, good eye contact like good posture, needs constant reminding or it will fade away.