

Seasoned negotiator Shawn Doyle spoke at the February Business at Breakfast, held Feb. 1 at Green Valley Country Club in Sinking Spring. He discussed the “Negotiating to the Power of Six,” and provided valuable tips on how you can become a better negotiator. Below, he explains the “Six Myths of Negotiating.”

By Shawn Doyle, CSP

I have been teaching negotiating skills around the country for the last 22 years. One of the things that I discovered as I have conducted numerous negotiating programs is that people often have a mindset around negotiating which is detrimental to their success. They have learned through their culture or their upbringing that there are certain hard and fast rules about negotiating that they shouldn't break. Unfortunately this mindset or maybe put a different way, this mythology prevents them from being successful as a negotiator both in the workplace and in their personal lives. Here are six myths about negotiating and you might want to look at and ask yourself if you believe them, and how it may be affecting your negotiating outcomes.

Myth #1

Not everything is negotiable. While it may be true that not everything is negotiable many things are negotiable. What I have found in my experience is most people assume and they do not bother to ask if they could get a discount or a lower price. For example my uncle often negotiates in retail stores for better pricing on something as simple as shoes. The bottom line is he often does get a better price. It never hurts to just simply ask.

Myth #2

Negotiating is rude. Negotiating is only rude if you're acting in a rude and offensive manner. The act of negotiating itself is not rude. In fact in most business situations it is expected, and in every other culture outside of the United States, negotiating is looked at as a normal business practice.

Myth #3

Negotiating is not professional. Many people say that negotiating is not professional, but in the professions where negotiating occurs the most, the people working in that industry are viewed as being professionals (i.e. attorneys) so if professionals negotiate than negotiation is professional.

Myth #4

You are either good at negotiating or you're not. The reality is people who are good at negotiating have learned by reading, studying or had a mentor who taught them negotiating skills and tactics. Negotiating can be learned.

Myth #5

Negotiating is uncomfortable. It is only uncomfortable if you view it as such, and once people have studied negotiating and have been properly trained, they tend to be more comfortable with the negotiating process.

Myth #6

Negotiating is unethical. Negotiating is only unethical if you are lying cheating or stealing. If you're not lying or cheating or stealing then you are being ethical. It is as simple as that. I also believe that you owe it to your company or organization to not leave money on the table when negotiating. You can save your company time and money which will make you a more valuable member of the team.

If you're interested, Shawn will host the following Chamber events:

- [Leveraging LinkedIn 101](#) from 8 a.m.-noon on Feb. 15
- [Leveraging LinkedIn for the HR Professional](#) on from 1-5 p.m. on Feb. 15
- [Negotiating Skills](#), a 2-day course on March 14 and 15

Also, the next Business at Breakfast will be held on Wednesday, March 7 at the Inn at Reading in Wyomissing. David Weigelt, co-founder and president of Immersion Active, the leading authority on engaging boomers and seniors online will be the keynote speaker. David will discuss “Finding your M.O.E. – Meaningful Online Engagement.”