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The Art of Negotiating . . . in the Arts



Wednesday, January 11th, 7PM ET

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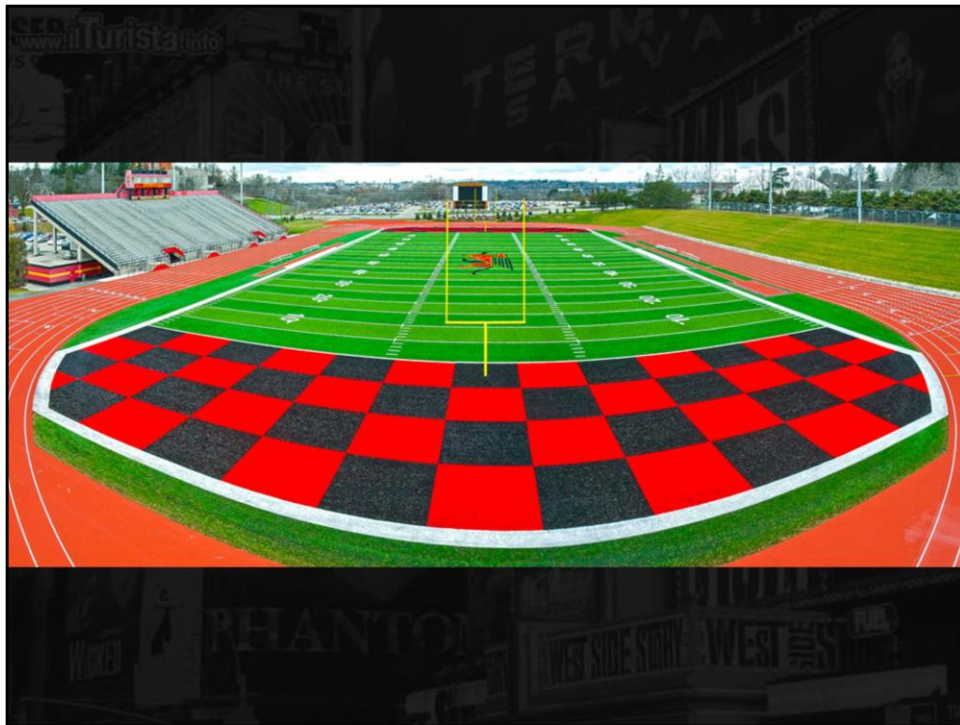
AGENDA

- The End Zone for Every Negotiation.
- The Most Important Part of a Negotiation.
- Five Tips for a Smooth and Successful Negotiation.
- Knowing When to Walk Away.
- How to Deal With Difficult Negotiators.
- Q&A.

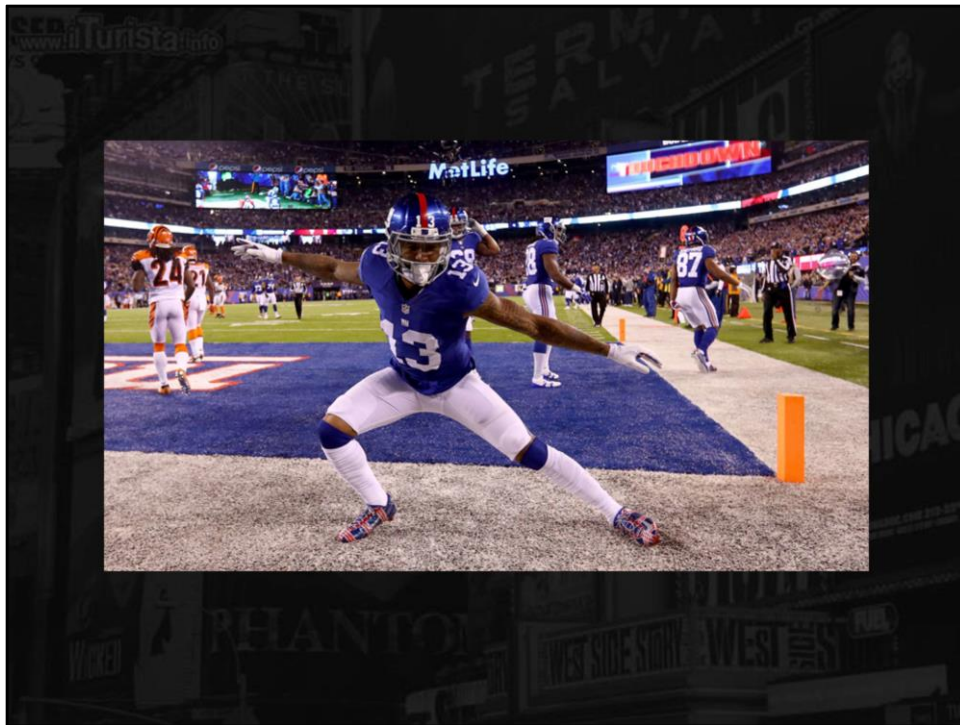
Notes:



Notes:



Notes:



Notes:

**A successful negotiation is
when both sides win.**



Notes:



Why It's Important That Both Sides Win.

1. You will negotiate with this person again.
2. You have to work with this person now.

Notes:

[illegible][illegible]



The Three Stages of Every Negotiation.

1. The Introduction
2. The Negotiation
3. The Close

Notes:

The most important part of a negotiation is what happens *before* the negotiation.

Notes:



Notes:



What to know BEFORE you start negotiations.

1. Precedents/Similar Situations
2. Your Final Position
3. The Other Side

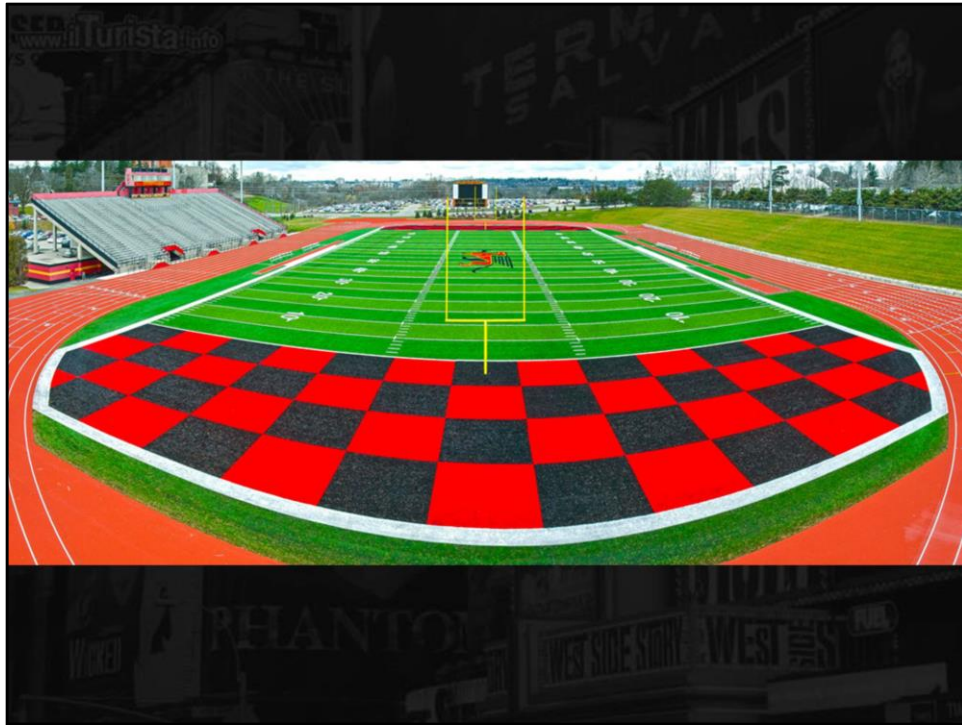
Notes:



TIP:

To get ahead with the other side, find similarities between you and the other side.

Notes:



Notes:

The Five Tips for a Smooth and Successful Negotiation.

1. Negotiate in person first, phone second, and email never.



Notes:



TIP:

Never put something in writing that you don't want the client to see.

Notes:

The Five Tips for a Smooth and Successful Negotiation.

2. Emotion is for Actors, not for Negotiators.



Notes:

The Five Tips for a Smooth and Successful Negotiation.

3. I know you don't want to wait, but wait.



Notes:



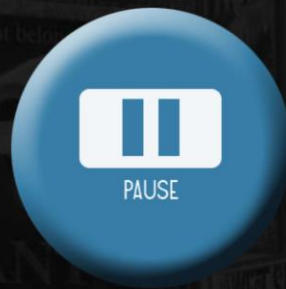
TIP:

Start your negotiation
earlier than you
think.

Notes:

The Five Tips for a Smooth and Successful Negotiation.

4. Press the pause button.



Notes:

The Five Tips for a Smooth and Successful Negotiation.

5. Have a backup.



Notes:



TIP:

Give people deadlines
to respond. And stick
to 'em!

Notes:



Notes:



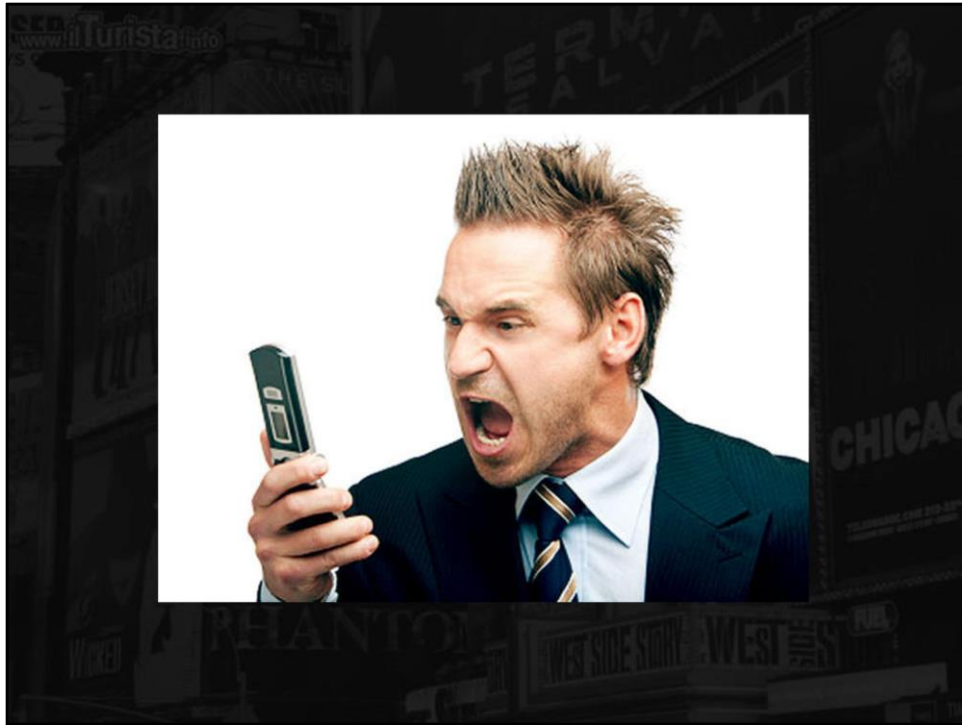
TIP:

Just because you walk
away . . . doesn't
mean you can't go
back.

Notes:



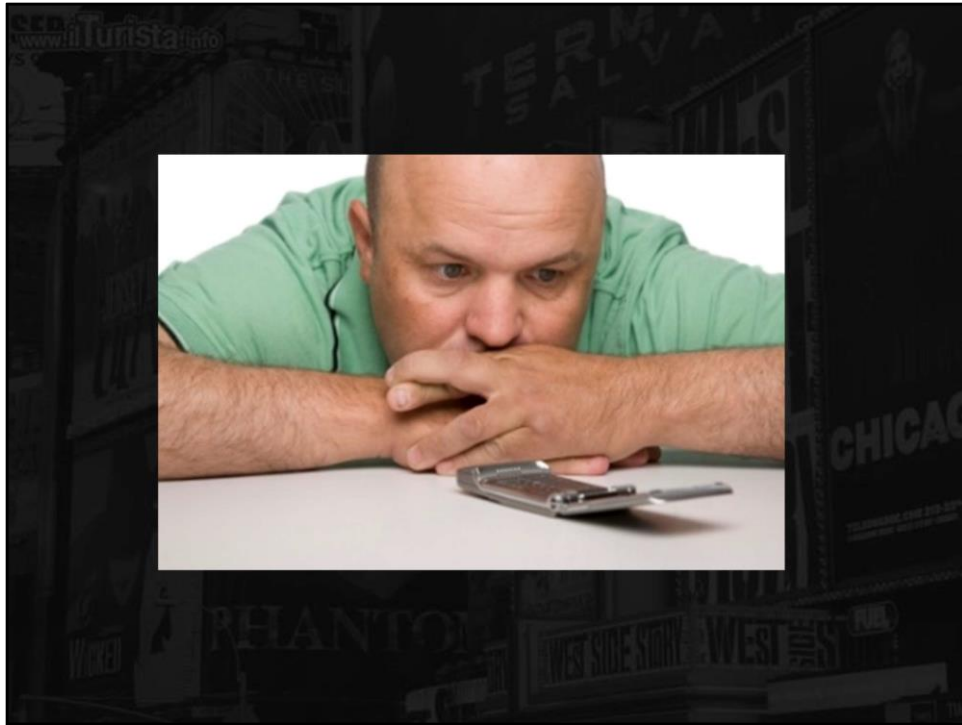
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TIP:

Contact the person directly.

Notes:

Q & A


-Click the “Info” button in the top right corner.

-Dial the number provided and type in the audio access pin.

-When ready, click the “Ask a Question” button. When Ken has approved your request you will be asked if you would like to ask your question now. Click yes to receive voice privileges.

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Notes:



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