**Video Title:** The Top Three Negotiation Skills of Persuasive People/Brian Tracy

**Video URL:** <https://www.youtube.com/watch?v=H9qRMaNtnNo>

**Run Time:** 5:22

**Source:** Brian Tracy/YouTube

**Close Caption Available:** Yes

Persuasion skills and negotiation are described on pages 34-36 of the textbook. According to the video, one of your major jobs in life is to become more effective in influencing others by learning great negotiation skills and choosing good questions to ask. Doing both will increase your level of self-confidence. The relationship is reciprocal because self-confidence helps you negotiate more effectively. Some people are naturally good at negotiation, whereby others lack this skill. Good negotiators are warm, friendly, pleasant, and low-key, which makes others want to negotiate with them. At the same time, good negotiators are not hard bargainers who impose their way on others. Good negotiators are quite concerned about finding win-win solutions to negotiation. We trust people who are good negotiators.

The first basic skill is to choose good questions to ask. For example, in negotiating the sale of a house, price is not the only consideration. It therefore is helpful to ask what is important to the buyer, and what benefits she sees as truly important. Ask good questions about the customer’s needs.

The second basic skill of a good negotiator is to use patience. Good negotiators are patient to write down all the areas in which the negotiators agree. Get clarity on each negotiating point. Asking good questions is part of the second basic skill. The third basic skill is preparation because, according to Brian Tracy, 90 percent of negotiation success is attributed to preparation. Preparation involves obtaining all relevant information about the negotiation in advance, thereby helping you be ready for any eventuality. Be thorough about finding information on the product or service in question. Power in negotiation flows to the person with the most relevant information, making collecting the right information all the more important.

Being a persuasive negotiator contributes to your self-confidence in negotiation as well as in other areas of life. If you negotiate well, your self-confidence will elevate. Negotiation skills are therefore part of your personal development.

*Questions for Thought and Discussion*

1. How reasonable do you think it is that becoming an effective negotiator will enhance a person’s self-confidence?

2. Why is this video categorized as being about persuasion?

3. Give an example of a question that might be useful is asking about a person’s needs who is negotiating the price of an apartment building.

4. What do you think of the validity of the assertion made in the video that effective negotiators are pleasant, friendly, warm, and low-keyed?

5. Why might it be true that we trust good negotiators?