
----- WHAT'S UP, DOC? -----

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"Creating Leadership Solutions for Profit and Growth"

THIS MONTH'S THEME: TEN QUICK NEGOTIATION TIPS

I'm taking a semi-breather this month, as I'm deep into a number of other projects. So, to save myself a little time, and to give myself a mini-summer writing vacation, I'm going to offer you a number of negotiation tips originally published in my book, "99 Negotiation Nuggets for Winners: Principles Guaranteed to Get You What You Want and Need in Your Life, Business and Career." I have never published these tips in a newsletter before, so you're still getting original content, and most of you stated in the recent subscriber survey that you want negotiation related material from time to time. Also, I recently interviewed a woman who raised \$100 million for philanthropy for another monthly article series I write. I'll provide the link below, as I think it the article may interest you.

SUBSCRIPTIONS INCREASE SINCE JAN 1, 2005: 28%

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THIS MONTH'S QUOTES:

"The best way to have a good idea is to have lots of ideas" -- Linus Pauling

"Our humanity rests upon a series of learned behaviors, woven together into patterns that are infinitely fragile and never directly inherited." -- Margaret Mead

"One should guard against preaching to young people success in the customary form as the main aim in life. The most important motive for work in school and in life is pleasure in work, pleasure in its result, and the knowledge of the value of the result to the community." -- Albert Einstein

1. TEN QUICK NEGOTIATION TIPS

1. There are three sources of leverage: having what someone wants, being able to make the other side's situation worse, and being liked. Know how and when to use all three.
2. Failure to plan your negotiation strategy means planning to lose. It's as simple as that.
3. No one gets perfect information about their alternatives, so know more than the other side does if you want to win.
4. All things being equal, the person with the better sense of humor will get the better deal. Keep things light. Laughter is an involuntary response, like what people feel when they are tickled. If you can make people laugh, you control the tone and flow of the conversation.
5. Never see someone else's ego as an obstacle. Another person's ego – no matter how weak or strong – can present opportunities, if you're willing to see them.
6. There's a thin line between bluffing and outright deception. Bluff about your position or intentions if you want, but tell the truth about the facts.
7. Splitting the difference between proposals means never using your imagination to generate third and fourth options. That's fine if you want to get done quickly, or if you just want to close the deal and move on.
8. Don't negotiate things you don't care about. Your time is worth more than a penny here or there. Pick your battles wisely, and prioritize your interests in advance, in writing.
9. The other side has all kinds of overt and hidden interests. They include business needs, the decision maker's career and reputation,

and the decision maker's ego. When you anticipate the other side's interests before drafting your rough proposals, try to list as many of the other side's interests as you think you can. Do it in writing!

10. You don't have to respond to every question asked. Your time is yours to spend. Information is yours to share, according to your own schedule. There's nothing wrong with saying, "I don't know; I'll get back to you on that."

Want to have ready access to more handy tips to help you as you negotiate a better salary, a better home price or a better business contract?

"99 Negotiation Nuggets for Winners," my new book, offers quick shots of wisdom designed to help you get what you want and need in your life, work and career. This is not a book of theory. It's a book of best practices distilled from many years of experience and from many experts in the field. The information is conveyed in quick bits, the way you might find in any edition of USA Today.

To purchase your copy of "99 Negotiation Nuggets for Winners" at a 10% Discount for "What's Up, Doc?" subscribers, just click [here](#).

2. ELIZABETH DUGGAL RAISES \$100 MILLION FOR PHILANTHROPY

Here's the [link](#) to my recent article online. Enjoy!

3. RECOMMENDED BOOKS AND ENTERTAINMENT

BOOK: "A Viet Nam Experience: Ten Years of Reflection" by James Stockdale, Hoover Institution Press, 1984.

James Stockdale, U. S. Navy Admiral and exemplar of physical and moral courage during his prisoner of war experiences, [died last week](#). Many of you told me in the subscriber survey you come to this newsletter for

inspiration and motivation. Trust me: read this book. You can find it [here](#).

MUSIC: Sunday at the Village Vanguard, by the Bill Evans Trio, Riverside Records, 1987

From the CD jacket: “Few albums in the history of contemporary American music can be more deserving than this one of the designation ‘Original Jazz Classic.’ It is the first of two Riverside albums derived from the legendary final appearance of the first Bill Evans trio – taped during the last day of a Village Vanguard engagement, barely ten days before the tragic death of bassist Scott LaFaro. The recordings have long been recognized as capturing the essence of the unique three-way interaction that characterized the trio; this album is further distinguished by its emphasis on the solo work and compositions of the innovative LaFaro.” This is another of my picks for you from my collection. You can learn more about the music of great jazz pianist Bill Evans [here](#).

4. CHUCKLES

(Okay, this is not a side-splitting joke, but it does illustrate that much of how we view our own lives rests in our own perspectives:)

A fisherman returned to shore with a giant marlin that was bigger and heavier than he. On the way to the cleaning shed, he ran into a second fisherman who had a stringer with a dozen baby minnows. The second fisherman looked at the marlin, turned to the first fisherman and said, "Only caught one, eh?"

5. PROMOTE YOUR OWN GROWTH

You don't have to live near the Schuler Solutions main office in Alexandria, Virginia to benefit from my coaching services. Great work can be done for your own growth and development over the phone and through document review via email. To find out more about your coaching

options and available coaching plans, just click [here](#) now.

6. ABOUT DR. SCHULER

A. J. Schuler, Psy. D., an expert on leadership, negotiation and organizational change, provides consulting services, keynote presentations and seminars for client companies. His trademark is highly personalized service that leads to measurable increases in productivity, profit and growth. He also provides personalized leadership education and coaching for highly motivated clients.

Dr. Schuler, President of Schuler Solutions, Inc., has served diverse organizations in the private and public sectors, including The Ritz-Carlton Hotel Company, Sony Development, Nomura Securities and the Executive Office for Immigration Review.

A graduate of the Wharton School of Business, Dr. Schuler has successfully led the profitable growth of a dynamic, international consulting firm while serving as Operations Director, and has successfully coached over five hundred CEO's and corporate executives.

7. HOW TO SUBSCRIBE OR UNSUBSCRIBE

If this e-Newsletter was forwarded to you and you would like to receive your own FREE subscription, just click [here](#) to become a subscriber. If you believe you have received this message in error, or to remove yourself from this mailing list, just click [here](#) to take your name from the "What's Up, Doc?" distribution list.

8. NEWSLETTER STATEMENT OF ETHICS

NEWSLETTER ETHICS: This e-Newsletter will be sent to subscribers only upon REQUEST, though subscribers may forward this letter to anyone they wish. Subscriber identities or contact information will NOT

BE DISCLOSED to any other persons or entities under any circumstances. (An attorney friend recently pointed out that, technically, I'd have to give up my list if compelled to do so by a court of law. He's technically right, of course, but let's face it: that won't happen!)

Have a great month. . .

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Schuler Solutions, Inc.

"I work with leaders who want to grow their businesses, and with meeting professionals who want to create great events for their audiences."

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"Make each day your masterpiece." -- John Wooden

P.S. - Remember to send in your comments and successes, and to forward this newsletter to at least one friend! Thanks . . . AJS