



# Negotiation and Bargaining Skills – GFOA

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# McGladrey Overview

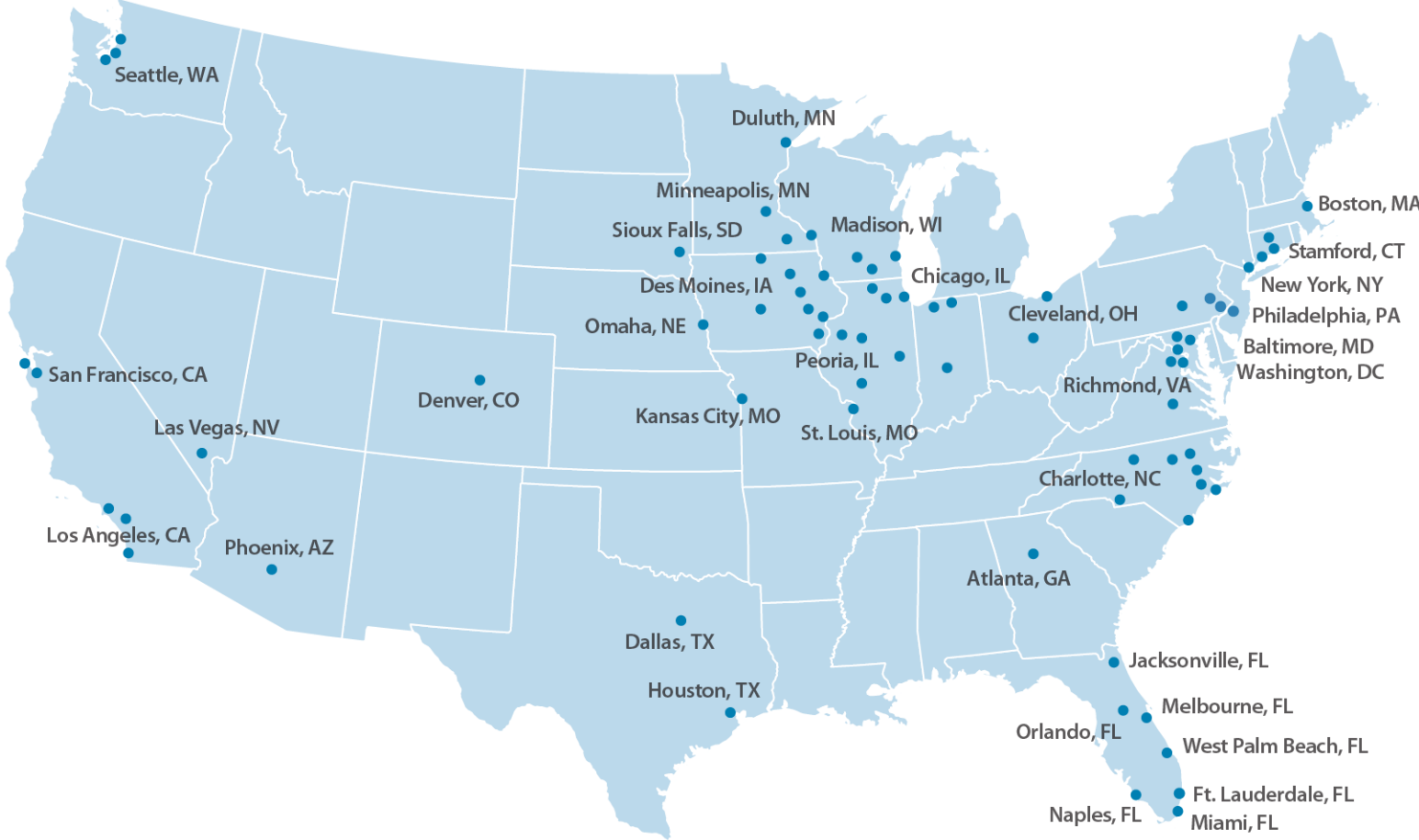
Fifth largest U.S. provider of assurance, tax and consulting services

- Over \$1.366 billion in revenue
- 75 cities and more than 7,000 employees in the United States
- Internationally\*
  - Presence in 100 countries
  - More than 32,500 people in over 700 offices
  - \$3.9 billion in worldwide revenues
- Number one provider of consulting services focused on the middle market
- Delivering outstanding client service for over 80 years

*\* Member of the RSM International network of independent accounting, tax and consulting firms.*



# McGladrey LLP Locations



# Experience the Power of Being Understood®

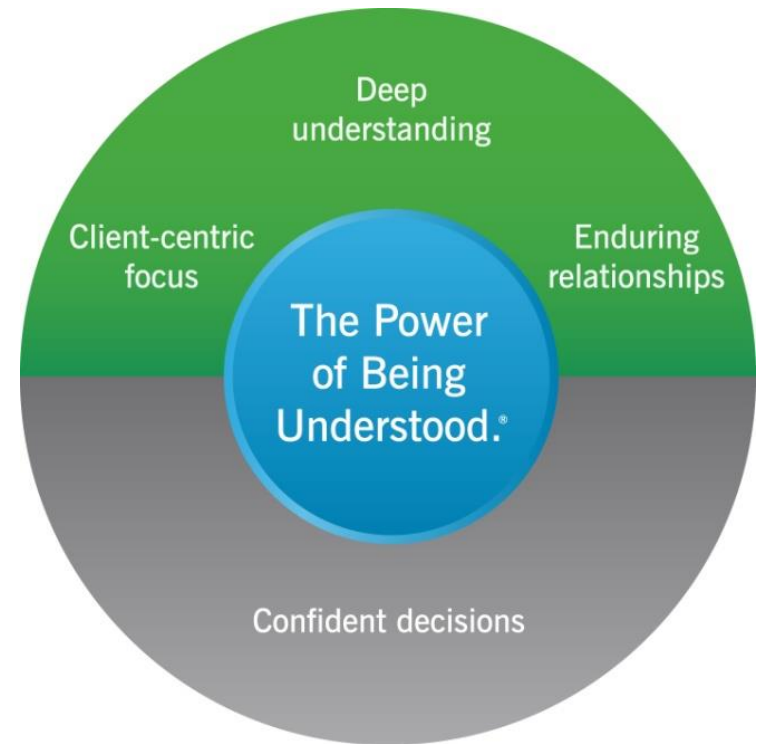
We are McGladrey.

We bring an unmatched **client-centric focus** to every engagement.

We create **rich, enduring relationships** based on a profound understanding of our clients, their strategies and their aspirations.

Because when clients **feel truly understood**, they are empowered to move forward with confidence.

***This is the power of being understood.  
This is McGladrey.***



# Core Values

- Integrity
- Reliability
- Independence
- Accountability

# Types of Negotiating Interests

- One and done
- Repeat or Annual Negotiating
- Multi Party Negotiating
- Zero Sum Game

# Types of Negotiating Interests

- Conflicting Interest (I want A – you want A)
- Mutual Interest (we may disagree on A, but we agree on B, C, D)
- Complimentary Interest (Only by giving you A will I get what I want)
- Indifference – I may not care about something at all

# Steps in Negotiation

- Prepare – Prepare – Prepare
- How do you define success
- What are your boundaries
- Style
- Maximum and minimum
- Research
- Coalition building
- Agenda
- Seating arrangements
- Negotiating with Authority – when do you use it



# Steps in Negotiation – 2<sup>nd</sup> Slide

- Sources of power
- Mediation
- Identify what will move other parties – what do they value – what are their hot buttons
- Shadow of the past
- Shadow of the future
- Who speaks first
- Divide and conquer
- Compromise – Compromise – Compromise (married 33 years)
- Zero sum game

# Key Points

- Listen
  - Listen
    - Listen

# Examples


- Johnston
- Cranston
- European Union
- Heart transplant

# Communication of Results

- Who
- What
- Where
- When
- How

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A woman with dark curly hair, wearing a light grey short-sleeved shirt, is smiling broadly and looking towards a man. She is holding a silver and blue pen in her right hand, resting her chin on it. The man, seen from the back and side, is wearing a light blue button-down shirt. They are in an office setting with white horizontal blinds in the background.

The Power of Being Understood.<sup>SM</sup>  
This is McGladrey.

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