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# The One Minute Negotiator: Simple Steps to Reach Better Agreements

*Don Hutson, George H. Lucas*  
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By the coauthor of the #1 *Wall Street Journal* and  
*New York Times* bestseller, *The One Minute Entrepreneur*

# The One Minute Negotiator

Simple Steps to Reach Better Agreements



**Don Hutson  
and George Lucas**

**Foreword by Ken Blanchard**  
coauthor of *The One Minute Manager*

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**Don Hutson, George H. Lucas : The One Minute Negotiator: Simple Steps to Reach Better Agreements** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The One Minute Negotiator: Simple Steps to Reach Better Agreements*:

3 of 3 people found the following review helpful. Good framework to look at negotiation By Alain B. Burrese There are tons of negotiation books, and that's just on my shelves. However, there is always room for another, especially if it is

an easy read with some practical suggestions, and that is just what "The One Minute Negotiator: Simple Steps to Reach Better Agreements" by Don Hutson and George Lucas provides. It has a Foreword by Ken Blanchard, author of "The One Minute Manager," and like that classic text, this book is written as a parable with the negotiation lessons coming out as the main character of the story learns them. It's not earth shattering, especially to someone who teaches mediation and negotiation skills. But it is a good, simple book, that will help those who suffer from what the authors call negotiaphobia. The story is about Jay Baxter, who works for XL Information Solutions, and who embarks on a company cruise. It just so happens, that a speaker on the cruise will be presenting a seminar called "Treating Your Negotiaphobia." Jay is reluctant to attend, and even puts his foot in his mouth while talking to the negotiation instructor the night before the seminar, as he does not know who he is talking to. (Yes, it is predictable, and you the reader know right away the mistake he is making.) Jay decides to be committed to the course and see what he can learn. To his surprise, the concepts the instructor teaches make sense and he embraces the information and enjoys the seminar. Obviously, he uses the newly learned strategies and concepts after leaving the cruise to succeed in his position. So, yes, it is a simple story and predictable. But you are not really reading it to be entertained and kept in suspense. The key to the book is the formula the instructor teaches during his on board seminar. It is a simple process that entails recognizing you are in a negotiation and reviewing the viable strategies, evaluating your tendency to use each of the negotiation strategies, as well as the tendencies of the other side(s), and selecting the proper strategy for the particular negotiation. The authors do a good job of explaining the concepts and why they are important. At the end of each chapter there is a summary of the chapter's insights. At the beginning of this review, I commented on how many negotiation books are out there. Many of them teach specific negotiation strategies and tactics. This book is different in that it teaches a framework to look at negotiations and I would encourage people to look at the techniques and tactics learned elsewhere through this framework. One thing about the book is that it is very easy to read. It's not long at all, and if it provides a framework for you to look at negotiations differently, especially if you suffer from negotiaphobia, it will be worth your time. We negotiate all of the time, and any time you can learn to increase your effectiveness in this valuable skill, it will pay off. This was a good addition to my conflict and negotiation resources, and I'm sure I'll review it now and then as I continue to teach others, learn, and negotiate myself. Reviewed by Alain Burrese, J.D., author of a regular column on negotiation for The Montana Lawyer. 0 of 0 people found the following review helpful. Everyone needs to have a copy of this book .... By Dattatraya R. Korde Consider a hypothetical situation where you want to sell your car for \$8,000. You are approached by a buyer who is ready to pay you \$6,500. The general tendency under such a situation will be to reach a compromise so you take the two numbers and divide it by 2, and sell the car for \$7,250. So which party is happy after this negotiation? You as the seller cannot be happy because you sold the car at a price which is \$750 less than what you expected on the other hand the buyer cannot be happy because he has spent \$750 more than what he wanted to spend. So this negotiation strategy of "Compromise" which we normally resort to, leaves with both parties unhappy and is thus a "Loss-Loss" negotiation strategy. So what is the reason why we resort to compromise? Are there any other negotiation strategies and how can we implement them? These are some of the questions that are answered in this book "One Minute Negotiator" The book is organized along a fictional story much like a Ken Blanchard book and through the fictional story it talks about the treatment of this disease "Negotiaphobia", which simply means the fear of negotiating. We suffer from this disease due to two main reasons: 1) Fear of conflicts 2) Lack of negotiation skills The book outlines a "4" step strategy of handling any kind of negotiations. These steps are called "EASY" which stands for: 1) Engage: This step addresses the following questions: a. Is this a negotiation situation? b. If yes, what are the different viable negotiation strategies? 2) Assess: This step addresses the following questions: a. What are my natural negotiation strategy tendencies? b. What are the possible negotiation strategies of the other party? 3) Strategize: a. Given the above 2 steps, what is the optimal strategy to be used in the given situation? 4) Your one minute drill The book explains in details the four different Negotiation strategies namely: 1) Avoidance 2) Accommodation 3) Competition 4) Collaboration I wish I had read this book in the past as it would have helped me a lot in one of my previous jobs, where I was dealing with an aggressive client. However as they say "better late than never". I am eager to use these strategies now both at work and in my personal life. This is a very small book; I will recommend everybody out there, to read this book because we are all negotiating with someone for something at all points of time. 0 of 0 people found the following review helpful. Say "Yes" and click "Buy Now" By Josian S This book has made the most impact in my professional career. This book is a must have for EVERYONE. It's not a business book. It is truly a LIFE book. And because we communicate with people every day there is a need to understand the art of negotiation. Yeah, I just made that up. Communication is Negotiation in my eyes. And every relationship has to go through that process. I swear to you, this has helped me immensely in business and with my family. I've bought it for several people and would buy it for you....if ..... anyways..... Please do yourself and everyone in contact with you a favor and get it for yourself today. And be open to understanding that in every conflict we should be working towards oneness. Not trying to win.

By the coauthor of the #1 Wall Street Journal and New York Times bestseller The One Minute Entrepreneur Offers a simple, straightforward, and proven approach to negotiating anything Written in the popular and accessible "business

fable" format Negotiation impacts every aspect of our lives, from the deals we strike on the job to our relationships with family members and neighbors, to the transactions we make as customers. Yet most people do anything they can to avoid negotiation -- it makes them uncomfortable, nervous, even frightened. This plague of "negotiaphobia" is that The One Minute Negotiator will remedy. Don Hutson and George Lucas use an engaging business parable to tell the story of a high-level sales professional who learns to master a simple yet profound approach to negotiations. Jay Baxter sells more than anyone else in his company, but his profit margins are slim. Instead of negotiating the best deal for the company, he's giving too much away to get the sale. On a company-sponsored cruise he meets the One Minute Negotiator, who teaches him a three-step negotiating process that can be applied to any situation: closing a deal to get your product in a big-box retail store, getting the best loaner car while your car is in the shop, seeking a fair solution after a hotel messes up your reservation, settling on the price for your new home -- in short, any transaction. The key is flexibility. Most books on negotiation preach one of two gospels: thou shalt collaborate or thou shalt compete. Either everybody works together toward a common goal or the process is basically adversarial. The problem is no two negotiations are alike -- one strategy cannot fit all. The One Minute Negotiator teaches you four potential strategies and shows how to choose the one best suited to the situation, your own inclinations, and the strategy being used by the other side. Besides the obvious benefits, conquering negotiaphobia will reduce your stress level. You'll never walk away thinking about what you should have asked for or might have gotten. Instead, with tools Hutson and Lucas provide you can confidently and consistently guide any negotiation to the best possible conclusion.

From the Publisher Praise for The One Minute Negotiator "We all face negotiations every day, whether it's a business deal, a talk with your boss, a discussion with a spouse, or just trying to get a good deal at the mall. If you walk into battle with the simple principles of The One Minute Negotiator in mind, you'll walk away with what you want and leave the other person happier for having done the deal." --Dave Ramsey, host of The Dave Ramsey Show and bestselling author of The Total Money Makeover "A terrific framework for understanding and excelling in negotiations! Some attempt to make negotiations complex and daunting, but this book provides an easy three-step process. This 'can't miss' approach addresses negotiaphobia and generates successful outcomes simultaneously!" --Hyrum Smith, Vice Chairman, FranklinCovey, Inc. "Don Hutson and Dr. George Lucas are geniuses! The One Minute Negotiator will reset your mindset to achieve the best outcomes in the toughest negotiations." --Harvey Mackay, author of the #1 New York Times bestseller Swim With the Sharks Without Being Eaten Alive "The One Minute Negotiator is short but powerful! Hutson and Lucas have put in capsule form some of the best ideas on successful negotiations I have ever seen." --Darren Hardy, Publisher, SUCCESS magazine "I wish I could have read this book decades ago! It is packed with the best negotiation skills I have ever seen. I cannot imagine a person in business not getting great value from reading this book!" --Howard Putnam, former CEO, Southwest Airlines, and author of The Winds of Turbulence About the Author Don Hutson, the Chairman and CEO of U.S. Learning and the Chairman of the Board of Executive Books, is an accomplished corporate speaker and trainer who works primarily with Fortune 1000 Companies. Don is the author of nine books, including The Sale and the New York Times No. 1 bestseller, The One Minute Entrepreneur, which he co-authored with Dr. Ken Blanchard. The Sale sold more than 75,000 copies, while The One Minute Entrepreneur has sold more than 125,000 copies and is scheduled for a re-release this summer. nbsp; George H. Lucas, Ph.D., is a senior consultant and member of the board of directors for U.S. Learning, and has been a resource to organizations as a speaker, trainer, consultant, and field coach for more than twenty-five years. He regularly works with clients in North America, Asia-Pacific, Europe and the Middle East, Latin America, Australia, and Africa. George is author or co-author of several successful textbooks, and a co-author (with Don Hutson and Chris Crouch) of The Contented Achiever. He also co-authored, with Terri Murphy, a widely utilized CD-based learning resource: Negotiation -- What You Don't Know Can Cost You. nbsp;