



ASCEND WITH ARGO
Education. Insight. Connections.

NEGOTIATING LIKE A PRO



About Ascend With Argo

Education. Insight. Connections.

Training, support and mentorship for early-career insurance professionals:

- Webinars
- Shadow days with Argo underwriters
- Exclusive events
- An online resource center

Visit argolimited.com/ascend-with-argo to learn more.

FEATURED SPEAKERS



Leah Ohodnicki

SVP, Group Producer Management and U.S. Marketing

leah.ohodnicki@argogroupus.com

<https://www.linkedin.com/in/leahohodnicki/>



Ken Jaegge

Vice President, Marketing & Distribution Manager

ken.jaegge@argogroupus.com

<https://www.linkedin.com/in/kennethjaegge/>



Ashley Heline

Senior Marketing Program Manger

ashley.heline@argogroupus.com

<https://www.linkedin.com/in/ashleyheline/>

AGENDA

During this webinar you'll learn:

- How to prepare for a successful negotiation
- What is the Ackerman Model
- Tips for controlling a conversation
- Ways to guarantee execution

Preparing for a Negotiation

Before coming to the table



Using the Ackerman model, set your target (100%)

- First offer 65%, then work up from 85%, 95%, to your target
- Plan to use non-round numbers for the final amount
- Identify a nonmonetary item to throw in with your final number
- Plan an extreme anchor



Understand counterpart's potential negotiation style

- **Analyst:** Methodical and diligent
- **Accommodator:** Relationship and communication is progress to them
- **Assertive:** Hasty; believes time is money

Top 3 means of negotiation





Three voice tones of negotiators

1. Calm/Soothing
2. Positive/Playful
3. Direct/Assertive



Ready to negotiate?

- **Be ready** for surprises.
- **Don't commit** to your assumptions.
- **Focus** on your counterpart.
- Don't battle; **discover**.
- **Take your time**.
- **Stay positive** and humanize yourself.

During a Negotiation

The importance of similarity

People are more likely to concede to someone they are like. Resembling your counterpart in at least some way can give you the advantage.

Similarity between parties:

- Diminishes fear
- Promotes bonding
- Establishes empathy

DURING A NEGOTIATION





DURING A NEGOTIATION

Work together, not against

Use **active listening, mirroring and labeling** to get on the same page with your counterpart.

- Acknowledge your counterpart's situation
- Pick up on nonverbal cues
- Appear engaged with your counterpart
- Repeat the last one to 3 critical words your counterpart says
- Label any barriers to agreement



Examples of labeling statements

- It seems like _____ is valuable to you.
- It seems like you don't like _____.
- It seems like _____ makes it easier.
- It seems like you're reluctant to _____.

Controlling a Negotiation

Give your counterpart the reins

Ask **calibrated, open-ended "how" and "what" questions**:

- How can we solve this problem?
- What is the next step to take?
- What is the highest priority here?
- How can I support you?



Closing a Negotiation

Arriving at “yes”



Your counterpart should be the first to say a number.



Show strategic dissatisfaction:
"I'm sorry but that just won't work for me."



Be patient, don't speak too much, and don't split the difference.

You have a “yes.” Now what?

Most importantly, stop talking and move on to next steps.

- Get it in writing
- Have your counterpart reaffirm the agreement three times
- Identify all decision-making parties behind the scenes





One last piece of advice

Never stop listening. Unguarded moments can be gold mines for discovering hidden information. These moments typically occur before a negotiation, after, or during interruptions.

Sources Cited

Voss C. (2016) *Never Split the Difference*, Harper Business

Navarro J. (2008) *What Every Body is Saying*, William Morrow Paperbacks

Negotiation Prep Tool

ASCEND WITH ARGO
Education. Insight. Connections.



10-Step Guide for Negotiating Like a Pro

BEFORE THE NEGOTIATION

1. Use the Ackerman model to set your target. Remember, your counterpart should be the first to say a number.

- a. My target is _____
- b. 95% of my target is _____
- c. 85% of my target is _____
- d. 65% of my target is _____

2. My counterpart's negotiation style (check appropriate boxes):

- Analyst
- Accommodator
- Assertive

3. Prepare three to five labeling statements. Label any obstacles that may prevent agreement and clear those first. This shows you've thought about the discussion from your counterpart's perspective.

- a. It seems like _____ is valuable to you.
- b. It seems like you don't like _____.
- c. It seems like _____ makes it easier.
- d. It seems like you're reluctant to _____.
- e. _____.
- f. _____.
- g. _____.

4. Prepare three to five calibrated questions. Open-ended "how" and "what" questions help give your counterpart a sense of control:

- a. How can we solve this problem?
- b. What is the next step to take?
- c. What is the highest priority here?
- d. How can I support you?
- e. _____ ?
- f. _____ ?
- g. _____ ?

ASCEND WITH ARGO
Education. Insight. Connections.



DURING THE NEGOTIATION

- 5. Listen actively – that is, "listen" with all your senses – and show your counterpart they have your full attention.**
- 6. Mirror your counterpart: By repeating crucial words they say, you can build a sense of mutual understanding and create natural pauses that help you control the flow of the negotiation.**
- 7. Body language accounts for 55% of the negotiation – be aware of both yours and your counterpart's. For example, touching their own face or suddenly crossing their arms might indicate that they're uncomfortable.**

CLOSING THE NEGOTIATION

Continue using calibrated questions until you get a "yes." Then move on to next steps:

- 8. Have your counterpart reaffirm the agreement three times.**
- 9. Identify all decision-making parties behind the scenes.**
- 10. Get it in writing!**

QUICK TIPS

- **Be ready** for surprises.
- **Don't commit** to your assumptions.
- **Focus** on your counterpart.
- **Don't battle – discover.**
- **Take your time.**
- **Stay positive** and humanize yourself.
- **Never stop listening.**

Sources:
Voss C. (2016), *Never Split the Difference*, Harper Business.
Navarro J. (2008), *What Every Body is Saying*, William Morrow Paperbacks.

LEARN MORE

If you'd like to learn more about the Ascend With Argo program, please visit argolimited.com/ascend-with-argo/.





Q&A

What questions do you have?



THANK YOU



ASCEND WITH ARGO
Education. Insight. Connections.