

# 3 ways to help women increase their chances of success on the negotiating table

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As a researcher on how people negotiate and build networks of relationships, I increasingly feel compelled to urge women to use their available skills to bring in many negotiating deals. success for groups, rooms as well as themselves. The key here is **to build a network of relationships** carefully, thereby using them to become valuable partners in business, while achieving personal success.

For some women, building a network or negotiating can make it feel unreal, difficult to implement. Others are afraid that their efforts will ultimately only be responded with "no". So how can women increase their chances of success? I suggest the following three ways that women can use to achieve success on the negotiating table.

## 1. Manage network relationships carefully

We all have relationships, some close relationships, while others don't. Close relationships can help and support when we need it. Social relationships or with people who speak less often are considered less intimate relationships. However, these relationships are still a significant resource that gives us the ability to connect with others, such as expertise, advice or information about new opportunities.



Today, technology supports a lot in building relationships. LinkedIn or Facebook help connect with less intimate relationships that we rarely have the opportunity to talk to. Even if it's not for networking, this will help focus on what you can give, such as time or expertise.

## 2. Select an effective approach when negotiating

Research indicates that women who use tactics aimed at their own goals or personal interests on the bargaining table are more likely to be "punished" by their partners. As **Margaret Neale** and **Thomas Lys** emphasize in their book " *Getting More of What You Want* ", women often get better results when choosing an approach towards common interests, directly connecting their requirements. they benefit from the partners they negotiate as well as the business in general.



The **SHIFT** mantra (initials of the 5 words below) can help both women and men become successful negotiators.

1. **Separate:** Sharing benefits from the parties.
2. **Hear:** Listen to the opponent's side.
3. **Invest:** Invest in relationships.
4. **Frame:** Framed, or talks like a problem to be solved.
5. **Think:** Think creatively about solutions.

## 3. "No" means "No"

Despite all the advice, the fear of rejection can prevent women from implementing new ideas. In " *Women Don't Ask* ", **Linda Babcock** and **Sarah Levascher** say that listening to a "no" answer can be particularly difficult for women and even becoming a barrier to prevent them from asking next time. A useful way is to treat "no" answers as if they meant "not". That's what **Catheryn Obern** - an extremely successful fundraiser at **Ivy League** - advised us.



Catheryn's job is to encourage alumni to support the school with generous contributions. She said that it could take years to turn "no" into "yes". So what is the secret behind Catheryn's insistence on rejection? "No" means Catheryn still has a chance and she needs to find more compelling reasons to make alumni contribute to the school. Once she finds it, "no" will become "yes".

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