

**Group Legal Services Association  
Solo, Small Firm, and General Practice Section  
2016 Joint Spring Meeting  
May 11-14, 2016, Key West, Florida**

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**Basic Negotiation Techniques**

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**Friday, May 13  
9:15 am – 10:15 am  
Salon A-2**

**Presenter: Bob Dzik, Retired Hyatt Legal Plans, Cleveland, OH**

## Robert Dzik



Bob Dzik is the former Director of Panel Management at Hyatt Legal Plans. He retired in 2013. Prior to joining Hyatt Legal Plans in 1996, he was a practicing attorney for over 25 years with a suburban law practice. Bob's undergraduate degree is in Electrical Engineering from Cleveland State University and he worked for the Hughes Aircraft Company in computer design in Los Angeles, prior to attending law school. Bob has been a frequent presenter at many of our conferences and a past Board member and President of our organization. While enjoying retirement he still finds time to consult with several legal plans and attorneys.

Outline GLSA Seminar  
May 12-14, 2016  
Key West, Fl  
Robert Dzik, Presenter

## BASIC NEGOTIATION

- I Definition
  - A Getting what you want without giving up anything in return, or:  
getting as much as you can for as little as you can.
  
- II The Goal of Negotiation
  - A To get to the other persons bottom line without getting to your bottom line
  
- III Elements Necessary
  - A Common and conflicting goals
  - B Non Zero Result
  - C Imperfect information and time
  
- III Negotiation Structure
  - A Establishing Dominance
  - B Getting and Keeping Control
  - C Bargaining
  - D Persuasion
  
- IV Characteristics of a good Negotiator
  - A Limited authority use
  - B Concedes slowly
  - C Lower other sides expectations
  - D Leaves room to negotiate
  - E Encourage other side to negotiate with itself
  - F Doesn't under(over) estimate other side
  - G Prepared
  - F Always keeps and works towards the goal
  
- V Preparation –getting and keeping information
  - A Ask questions
  - B Know issues (, usually 4 max)
  - C Limit responses to Yes and No
  - D Don't give up information cant get it back
  - E Tradeoffs- never give anything away for nothing
  
- VI Bracketing
  - A Getting other person to negotiate with themselves

- B High Demands
  - C Counteroffers legitimize high demands
  - D Legitimization (must test it)
  - E Add-ons and escalations
  - F Unilateral bargaining
- VII Time
- A Time is an investment
  - B Deadlines
    - 1 He who controls deadlines controls results
    - 2 Defence is not to accept
  - C Deadlocks
    - 1 restructure deal
    - 2 move terms around
    - 3 be inventive
- VII Significance of initial offer
- A Work to pivot point
  - B High initial offer
  - C Low initial offer
  - D Extreme consequences and significance
- VIII Tactics
- A Cooperation & mutual problem solving
  - B Search underlying needs
  - C Good guy bad guy
  - D Threats
  - E Questions
  - F Silence
  - G Recognizing Patterns
  - H Packaging & priority
- IX Practice
- A Negotiation is a skill you must practice
  - B Places to practice, children, car dealers, private sales etc.
- X Interactive Examples  
(Time permitting)