

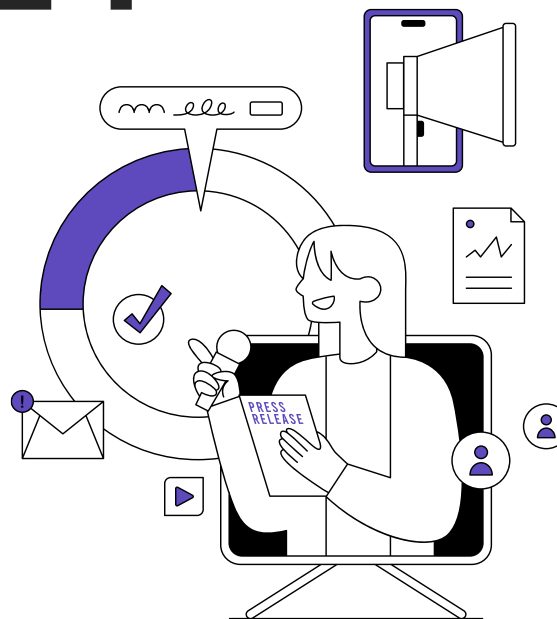


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# TeamUp 2024

Negotiation Skills (internal)

September 19, 2024



Co-funded by the  
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# What will you need negotiations skills for?

## Negotiation foundations

### IP

Negotiating licenses, patents, or copyrights for your technology or products.

### Contracts

Negotiating contracts with employers, team mates, customers, including salary, pricing, terms, and service level agreements.

### Agreements

As co-founder - establishing equitable terms and responsibilities among co-founders, Cap table.

### Funding

Negotiating with potential investors or venture capitalists to secure funding for your startup.

### Compliance

Negotiating with regulatory authorities to ensure compliance with industry standards and regulations.

### Partnerships

Negotiating partnerships with other businesses to expand your reach or access new markets.



# Negotiations: keep it simple

## Fundamentals

# KISS

KEEP IT SHORT & SIMPLE

Occam's razor encourages you to look for the simplest and most consistent **explanation** that fits the available evidence, and to **avoid** making unnecessary **assumptions** or complications.

But, the simplest explanation or solution may not always be the most accurate or effective one.



## Occam's razor

William of Ockham - 14th-century English philosopher and theologian

*Entia non sunt multiplicanda  
praeter necessitatem, which  
translates as*

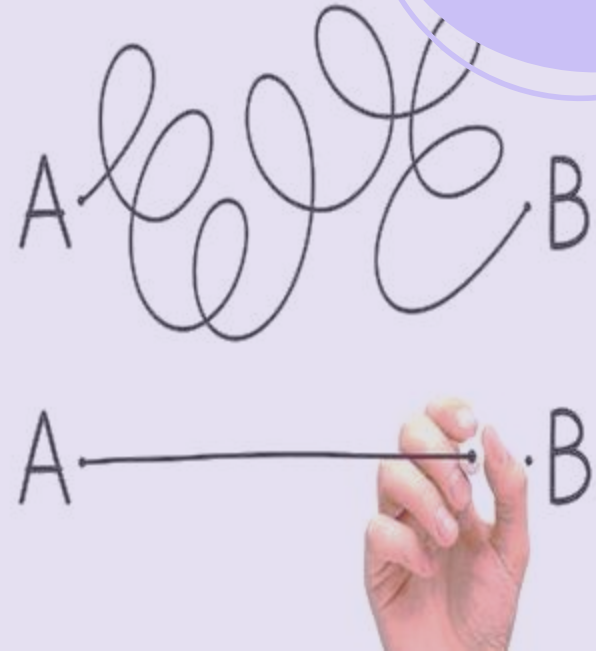
*"Entities must not be multiplied  
beyond necessity"*

If there are several explanations for an issue, the simplest explanation is usually the right one.

# KISS as a strategy for keeping the team focused on what is relevant

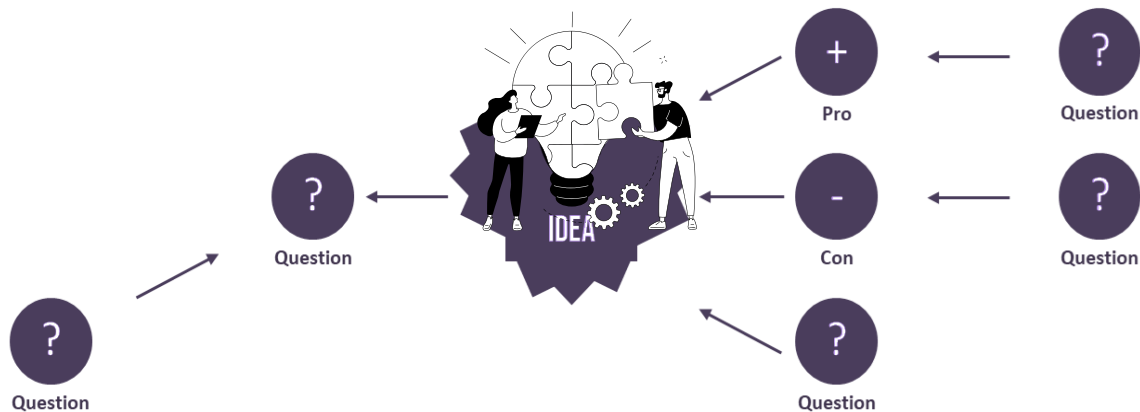
Fundamentals

**Stimulate collaborative problem-solving that leads to innovative solutions.**



# Encourages collective thinking and synergy with dialogue mapping

Negotiation skills



Structured manner, creates **awareness** of other people's ideas may be very useful.

Ideas of each person are **heard** and recognized.

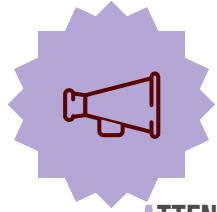
Each team member will note that their remarks make a positive **contribution** to the process.

Team members have a common **goal** and as a group they are able to take corrective action

Group dynamics will increase as a result of which joint **responsibility** is taken.

# How to persuade your team: Pitch your idea

## AIDA Elevator Pitch

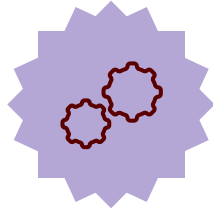


### ATTENTION

Attract  
attention

- Tell a story
- Tell a joke
- Share a surprising fact or statistic
- Make a shocking statement

*Remember, people have short attention spans. Once you have your audience's attention, move on quickly.*

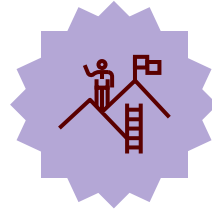


### INTEREST

Generate  
interest

*Back your statements with facts, figures, and statistics.*

*Get the audience to see and agree that something needs to change.*

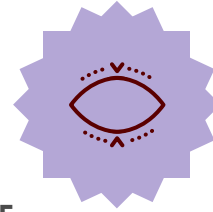


### DESIRE

Create  
desire

*Use stories to show how your solution will solve the discomfort or dissatisfaction they felt earlier.*

*Think about any counter-arguments or objections people might have to your plan and address them in advance.*



### ACTION

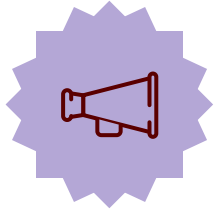
Initiate  
action

*What are the next steps to move toward your solution?*

*You don't need to create an entire roadmap for them — just tell them the first step to take.*

# How to persuade your team in your negotiations

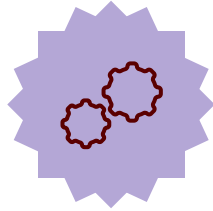
## Monroe's Motivated Sequence



### ATTENTION

If you don't have your audience's attention, you're wasting your time.

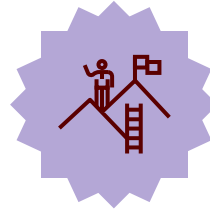
*I want to hear more.*



### NEED/PROBLEM

Identify a need in your target audience or show that there is a problem.

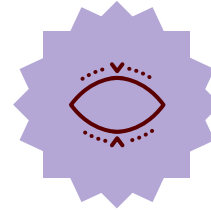
*I agree, there is a problem.*



### SATISFACTION/ SOLUTION

Present the solution that will fix their need or problem. Show them that it will work.

*I understand your solution.*



### VISUALIZE

Engage your audience's thought process by helping them visualize the solution.

*I agree with your solution.*



### ACT

End with a call to action that makes your audience part of the solution.

*I will do what is required.*

# How to persuade your team in your negotiations

## Persuasion Techniques

### **Stringent & factual line of reasoning**

Build a logical chain of reasoning  
Use neutral data/facts to support your argument

### **SEEK assistance**

Personal level  
Professional level

### **Values and norms**

Use your counterpart's values and norms selectively to argue your case

### **Bargaining**

An outcome in which all parties make concessions, but all benefit  
*Compromise*

### **Apply some pressure**

Written agreements, for example, oblige the other party to act

### **Demonstrate credibility**

Through authority and/or hierarchy, the counterpart is forced to make objective decisions





# How to manage your negotiation?

## Negotiation process

### Plan & prepare

Plan content, date, duration,  
location, form

Clarify negotiation goals

Define outcome scenarios,  
prepare your BATNA

Develop strategy

Consider personal characteristics  
of negotiating partners

Consider attitudes of negotiating  
partners

### Conduct negotiation & develop outcomes

Create a pleasant atmosphere

Clarify viewpoints & interests of  
negotiating partners

Develop possibilities for achieving  
& evaluating an outcome

Use creative questions

Requirements for the outcome:  
must be unambiguous, must  
satisfy both parties, must be  
achievable

### Follow up & implement

Document and mutually confirm  
the outcome

Review achievement of  
objectives with respect to  
quality and efficiency

Document what has been learned

Implement & communicate  
results



# Deal-making requires give and take

## Negotiation skills

### Communication

Articulate your thoughts and actively **listen** to others' ideas and needs.

### Emotional Intelligence

You need a high degree of emotional intelligence to read other parties' **emotions** and to pick up on what they're implying rather than explicitly saying.

### Planning

Prepare a clear **idea** of what you hope to achieve and where your boundaries lie is essential. What is your **plan B**?

### Value Creation

Shift your **goals** from growing your 'own deal' to expanding the 'deal' to **ours**.

### Strategy

By knowing what works and what doesn't, you can **tailor** your strategy for every negotiation. To develop a strong strategy, do the following:

- Define your role
- Understand your value
- Consider your counterpart's view point
- Check in with yourself

### Reflection

Reflect on past negotiations and identify areas for **improvement**. Think about what went well and what could have gone better.  
Identify areas you want to work on and create a plan of action.





## CHECKLIST

six questions to ask before  
engaging in your next  
negotiation

- What do I want to feel going into the negotiation?
- Why do I want to feel that?
- What's the best thing I can do before to feel that way?
- What could throw me off balance while negotiating?
- What can I do to recover my poise?
- What do I want to feel when I'm done?



## CHECKLIST preparation

- What do I want from this negotiation? List short-term and long-term goals and dreams related to the negotiation.
- What are my strengths—values, skills, and assets—in this negotiation?
- What are my weaknesses and vulnerabilities in this negotiation?
- What lessons can I apply from past negotiations to improve my performance?
- What is my best alternative to a negotiated agreement, or BATNA? That is, what option would I turn to if I'm not satisfied with the deal we negotiate or if we reach an impasse? How can I strengthen my BATNA?
- What is my reservation point—my indifference point between a deal and no deal?
- What are the other side's interests? How important might each issue be to them?
- What do I think their reservation point and BATNA may be? How can I find out more?
- What is my relationship history with the other party? How might our past relationship affect current talks?
- Are there cultural differences that we should prepare for?
- To what degree will we be negotiating electronically? Are we prepared for the pros and cons of negotiating via email, teleconference, etc.?

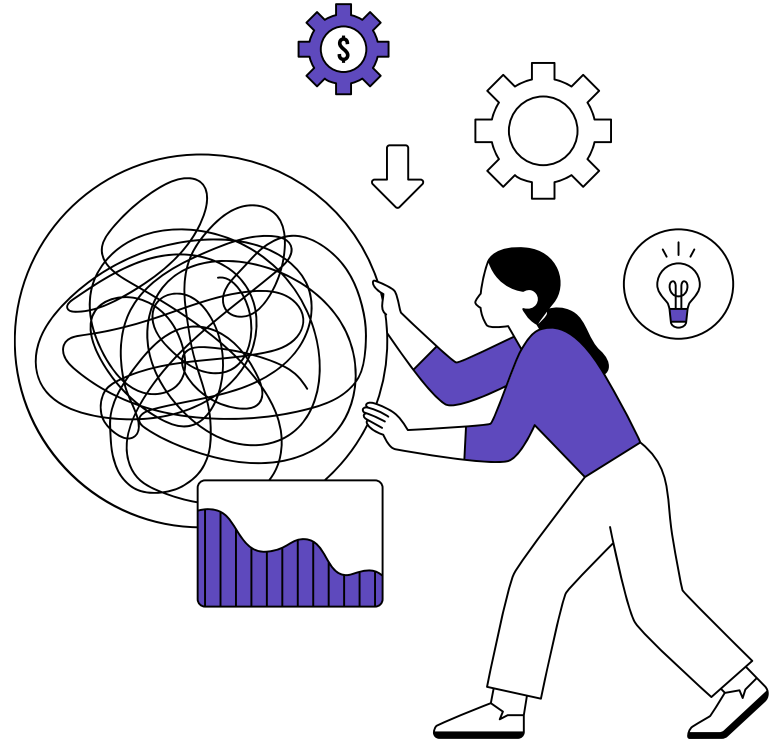


## CHECKLIST preparation

- What is the hierarchy within the team? What are the patterns of influence and potential tensions? How might these internal dynamics affect talks?
- What potential ethical pitfalls should we keep in mind during the negotiation?
- Who should be on my negotiating team? Who should be our spokesperson? What specific responsibilities should each team member have?
- Do we need to involve any third parties (agents, lawyers, mediators, interpreters)?
- What authority do I have (or does our team have) to make firm commitments?
- Am I ready to engage in interest-based bargaining? Be prepared to try to create value by trading on differences in resources, preferences, forecasts, risk tolerance, and deadlines.
- If we disagree about how the future plays out, can we explore a contingency contract—that is, stipulate what will happen if each side's prediction comes true?
- Have I practiced communicating my message to the other side? How are they likely to respond?
- Is an agreement likely to create net value for our company?

# Questions

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# Excercise

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Negotiate with dialogue mapping

Come back to the main session  
at 18:15 CET



# Excercise

## Team work



Number	Team Name	Team members
1	BARBELO	Viktoria Ferencz Ricardo Esteruelas Tesán
2	Behavix	Massimiliano Carraro Stefania Malfatti Luisa Poisa
3	Bionova	Ayşe Sultan Akgün Melike Arslan Samhourı
4	BizToys Ltd	Stoyna Wahdat Roxana Lazar
5	Earthfarms Collective	Sara Featherston Cem Bokeer
6	FutureFastFood	Mari Aasmäe Martin Mintchev Daniela Yordanova
7	Gojenie	Ebrar Yildirim Emre Ertem
8	KELPEAT	Luca Cerruti Tea Vrcic Alberto Navajas
9	DonaViva	Marko Petkovic Felipe Salmeri
10	Nexodify	Syed Tajmeel Hussain Jelena Nedeljkovic
11	NutrisAvIng Advisor	Ítala Marx Pablo Baleirón Pampín
12	RegenFarm	Cosmin Ghinea Aleksander Stefanowicz
13	The Green Float	Vasco Abreu Carlota Abreu Diogo Moura
14	TropicStream	Carlo Antonio Ng Nuno Catarino Emma Barrios Casasus
15	Vevibal	SELEN ŞENAL Mert Kalayci
16	Yield Hunter	Miloš Lazarevic Miloš Čiprijanović Arman Aksoy



# Exercise

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## Team work



## The 3 'Whys'

Each team is given a thought-provoking conversation starter.

One participant will ask a conversation starter question to the team, one person answers and then others respond to the answer using 'The 3 Whys.'

After 5 - 10 minutes, the participants will switch roles.

Discuss your experience using the follow-up questions.

**Come back to the main session at 18:15 CET!**



Join at  
**slido.com**  
**#9038 549**

# Give us your feedback on Slido



## The 3 'Whys'

### Team work: 2 Whys'

Did repeating the "why" question deepen your understanding of your discussion partner's perspective?



Did you feel better understood after replying to the "why" question three times?



Will you use this technique in your internal team negotiations?



Did someone asking you "Why" three times put you under pressure?



Will this technique be useful to improve your team dialogue?



# Next Steps

**Deliverable #2:**  
**6-months Roadmap**  
**30th September**



Session 12 :  
Negotiation skills (internal)  
**19th September**  
**17:00 - 18:30 CET**



Session 13 :  
Roadmapping  
**24th September**  
**17:00 - 18:30 CET**



Session 14:  
Funding - Public  
Innovative framework of EIT  
**3rd October**  
**17:00 - 18:30 CET**

# Contact Us!

Do you have any questions?

[teamup@eitfood.eu](mailto:teamup@eitfood.eu)



# Exploration: Save the Dates

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Session #1 Kick off <b>13th August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #3 Team Building 2: Equity distribution <b>20th August</b> <b>17:00 - 18:30 CET</b>	Session #5 Target Groups <b>27nd August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #7 Business model <b>3rd September</b> <b>17:00 - 18:30 CET</b>	Session #9 Intellectual Property <b>10th September</b> <b>17:00 - 18:30 CET</b>	Session #11 Negotiation skills (external) <b>17th September</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #13 Roadmapping <b>21th September</b> <b>17:00 - 18:30</b> <b>CET</b>
Session #2 Team Building <b>15th August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #4 Analysing markets (2nd) and finding right market niche <b>22th August</b> <b>17:00 - 18:30 CET</b>	Session #6 Primary research <b>29th August</b> <b>17:00 - 18:30</b> <b>CET</b>	Session #8 Legal issues <b>5th September</b> <b>17:00 - 18:30 CET</b>	Session #10 Start-up creation <b>12th September</b> <b>17:00 - 18:30 CET</b>	Session #12 Negotiation skills (internal) <b>19th September</b> <b>17:00 - 18:30</b> <b>CET</b>	
			<b>Deliverable #1:</b> <b>Business Model</b> <b>and Team Canvas</b> <b>9th September</b>			<b>Deliverable #2:</b> <b>6-mts Roadmap</b> <b>30th September</b>



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