

Expert Negotiation Strategies

Nancy Norman
the norman group, llc

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The screenshot shows the Meetings Focus website. At the top, it says "Meetings focus The destination experts". Below that are navigation tabs for Destinations, Topics, News & Events, Magazines, Education & Webinars, Online Only, and Video. A featured article for "South Dakota Outdoor Wonderland" is prominent. There's also a "Laughlin" advertisement and a "Plan Your Meeting or Convention" section with a map of the United States. A video player for "Mississippi Governor's Conference" is visible at the bottom left.

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Meetings® in a minute

Meetings in a Minute

This week on Meetings in a Minute, a regular video series on www.meetingsfocus.com, we feature a clip from Meetings Media Editorial Advisory Board member Loretta Lowe, an independent meeting planner and industry educator, who says planners can make their meetings more fun by offering some simple, and relatively inexpensive, giveaway items. Our second video stars Deborah Agricola-Kuns, an independent meeting professional who works with Froesch Travel and Christine A. Peat International. Agricola-Kuns stresses the need to make partnerships within the hospitality industry to increase the visibility of your business.

Don't forget to tune in again for more valuable peer-to-peer tips from your colleagues in the meetings industry.

FEATURED VIDEO



Loretta Lowe

Bring out the inner child in your attendees by offering some inexpensive yet fun party giveaways.

EXPLORE MORE VIDEOS ON MEETINGSFOCUS.COM



Deborah Agricola-Kuns

Make partnerships within the hospitality industry to increase the visibility of your business.

Miss the last Meetings in a Minute? Check out videos from the archive:

[Loretta Lowe](#) - Audio and visual cues

[Loretta Lowe](#) - Getting your CMP

Meetings

east midamerica south west focus

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east
April 13, 2010

NEWS & EVENTS



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are forever seeking
associations are co

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* Karen MacFarla
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of the spouses that

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That may be attributed to
"Newport of the West," a

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Incredible Lakeside Mee
Abbey Resort on Lake G

Voted "Best Lakeside R
Resort has everything yo
of flexible meeting and e
of-the-art audiovisual ser

For reservations or more
www.theabbeyresort.com

Out and About

* The Lake Geneva area
leisurely stroll around th

Hit the trail with the help
trail rides. Hayrides, sle
stables are located at th
kayaking excursion and
& Canoeing (www.codi)

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On Location!

Maria Lenhart, content dir
Bruce MacMillan, preside
Mexico. MacMillan spoke
is introducing new meetin
Hosted Buyer Program to
challenging times. He als
sense of innovation.

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April 13, 2010

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While excursions to L.A.
valleys stands perfectly w

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Short Takes

Museums & Attractions

* For adrenaline-charged i
located at the Santa Moni
trapeze. TSNY Los Angel
more, including lessons a
fighting, rope climbing, tra
add to any program lunch
TSNY Los Angeles pros. I
<http://losangeles.trapezes>

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NEWS & EVENTS



greater. At the same time, a vast amount of new ship inventory is making cruising one of the best travel bargains around.

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Bring your group and receive rebates up to \$4,909*. Discover our collection of 200 hotels and resorts with 16,000 rooms and over 1 million square feet of meeting space. Our destination continues to exceed the expectations of meeting planners with its collection of meeting hotels, superior convention facilities and unique offsite venues. Our "One-Stop-Shop" sales professional team stands ready to assist you. Your business is our pleasure. *Conditions apply.

For more information, [click here](#)

Navigating with Seaside

* For planners who want to learn more about what the cruise industry offers meetings and incentives—or who want to take a stab at organizing a cruise program of their own—there's Seaside.com, the first online platform focused on the cruise meetings market.

The site, which is supported by cruise line marketing partners that include Royal Caribbean, NCL, Carnival, Regent, Silver Seas, Celebrity, MSC Cruises, SeaDream and Sea Cloud, is the brainchild of Landry & Kling, a Miami-based company that has provided cruise meeting services since 1982.

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Industry News

Developer Set for Florida Convention Hotel

* Palm Beach County commissioners chose The Related Cos. to build a 400-room hotel next to the convention center in West Palm Beach.
[complete story...](#)

Hyatt Launches Meeting Promise

* Hyatt Hotels and Resorts kicked off its Hyatt Meeting Promise, which includes refunds if a meeting falls short of expectations.
[complete story...](#)

Art Hotel Opens in Miami

* Hotel Urbano at Brickell, a self-dubbed "art hotel," is up and running.
[complete story...](#)

Cambria Suites Debuts in Fort Lauderdale

* Cambria Suites Fort Lauderdale/Dania Beach opened, making it the first Cambria Suites hotel to debut in Florida.
[complete story...](#)

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Avoiding the Top Meeting Mistakes

May 26, 2010

1:00 p.m. EDT/12:00 p.m. CDT

11:00 a.m. MDT/10:00 a.m. PDT

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Today's Speaker



Nancy Norman

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STRATEGY:

*AN HONEST, STRAIGHTFORWARD,
FAIR PLAN OF ACTION WITH STRESS
ON SAVINGS AND MAXIMUM VALUE ,
WITH MINIMUM RISK FOR ALL
INVOLVED*

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SUCCESS =

- ✓ ***COMPREHENSIVE PREPARATION UPFRONT***
- ✓ ***UNDERSTANDING YOUR NEGOTIATIONS***
- ✓ ***READING EVERY CONTRACT CAREFULLY***
- ✓ ***FLAGGING ANY PITFALLS YOU FIND***
- ✓ ***STRATEGIZING HOW TO HANDLE RISKS AND
LIABILITIES PRESENT***

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PROTECTIONS:

HOTEL PERFORMANCE QUALITY • HOTEL SAFETY • SECURITY • AUDITED HOTEL OCCUPANCY REPORT • GROUP RESERVATIONS • FEES • ALCOHOLIC SERVICE • CANCELLATION CLAUSE • BUMPING • FOOD & BEVERAGE • ATTRITION • RESELL CLAUSE • ADA ACT • TERMINATION/EXCUSE OF PERFORMANCE • POST CON REPORT

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- **KNOW YOUR LEVERAGE AND HOW TO USE IT**
- **KNOW YOUR STRONGEST AND WEAKEST POINTS**
- **KNOW THE OTHER PARTY'S COMPETITIVE ADVANTAGES**
- **KNOW THE OTHER PARTY'S COMPETITIVE DISADVANTAGES**

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- **KNOW ALL RISKS AND LIABILITIES**
- **STUDY CONTRACT CLAUSES**
- **UNDERSTAND CONTRACT CLAUSES**
- **NEGOTIATE FROM STRENGTH AND POWER**

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- **BACK UP ALL OF YOUR REQUESTS**
- **BE REASONABLE TO EARN TRUST**
- **BE CURRENT AND WELL INFORMED**
- **BE ASTUTE – NEGOTIATE WITH INTELLIGENCE AND SKILL**

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IMPORTANT COMPONENTS FOR SUCCESS:

- ✓ **CONFIDENCE IN YOUR ABILITY AND KNOWLEDGE**
- ✓ **A GOOD AMOUNT OF SELF-ESTEEM**
- ✓ **A POSITIVE APPROACH**
- ✓ **THE ABILITY TO PERSUADE**

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ESSENTIAL PRINCIPLES FOR EXPERT NEGOTIATORS:

✓ **HONESTY**

✓ **FAIRNESS**

✓ **KNOWLEDGE**

✓ **POSITIVE ATTITUDE**

✓ **STRAIGHTFORWARDNESS**

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- **DON'T RUSH THROUGH A NEGOTIATION**
- **PAY ATTENTION TO YOUR BUSINESS RELATIONSHIPS**
- **KEEP YOUR ETHICS IN CHECK**
- **STRATEGIZE TO REACH AMICABLE AGREEMENTS**

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- **BE CLEAR ABOUT YOUR “DEAL BREAKER” IF YOU HAVE ONE**
- **DO NOT GIVE UP SOMETHING WITHOUT GETTING SOMETHING IN RETURN**
- **DON'T BE AFRAID TO WALK AWAY FROM THE VENUE**

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FIRST CONCESSION TO OBTAIN:

REMOVAL OF THE ATTRITION CLAUSE FROM YOUR CONTRACT

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- **WHY DO YOU HAVE TO PAY FOR POOR GUESSES?**
- **PAST HISTORY DOES NOT WORK NOW**
- **ARE SOME GROUPS PAYING ATTRITION FOR THE SAME ROOMS?**

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200-ROOM HOTEL

YOU BOOK 100 ROOMS; I BOOK 80 ROOMS

5 ROOMS ARE OUT OF ORDER

100 RMS + 80 RMS + 5 RMS OUT OF ORDER =

185 ROOMS SPOKEN FOR ...

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200-ROOM HOTEL

- 15 rooms are left to sell
 - You pick up only 90 rooms
 - I pick up only 70 rooms
 - $90 + 70 + 5$ (out of order) = 165 rooms spoken for
 - Hotel needs to sell 35 rooms
 - Hotel sells 25 rooms!
- =10 ROOMS REMAIN UNSOLD**

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CONCESSION:

THE REMOVAL OF YOUR FOOD AND BEVERAGE GUARANTEE

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CONCESSION:

REMOVAL OF THE CANCELLATION CLAUSE

Presented by

CONCESSION:

**ASK FOR THE LOWEST GUEST
ROOM RATE**

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CONCESSION:

**A DAILY COMPLIMENTARY
BREAKFAST**

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CONCESSION:

A 2-WEEK CUTOFF DATE

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OTHER WORTHWHILE CONCESSIONS:

- **COMPLIMENTARY AV**
- **30% DISCOUNT FOR ALL STAFF/SPEAKER ROOMS**
- **COMP UTILITIES/MAINTENANCE FOR EXHIBIT SPACE**

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OTHER WORTHWHILE CONCESSIONS:

- 10 % CREDIT OFF YOUR MASTER ACCOUNT**
- 20% OFF ROOM SERVICE FOR ALL**
- REQUEST MENU PRICING (OR LOWER) GUARANTEE AS OF CONTRACT SIGNING**

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OTHER WORTHWHILE CONCESSIONS:

- **ONE COMP ROOM FOR EVERY 25 ROOMS PICKED UP**
- **COMP SHUTTLE TRANSFERS TO AND FROM THE AIRPORT**
- **TWO COMP BREAKS PER DAY WITH YOUR INPUT FOR THE MENU**
- **ONE FREE MEAL FOR EVERY 50 SERVED**

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- **HONESTY**
- **STRAIGHTFORWARDNESS**
- **FAIRNESS**
- **POSITIVE ATTITUDE**
- **KNOWLEDGE**

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Questions???

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TAKE10

Since we can't get to all of the questions submitted by webinar participants, we've posted 10 that weren't answered during the program. Thanks to our presenter for volunteering to field all of your important queries from "Webinar Land!"

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