



GET WHAT YOU WANT THE RIGHT WAY

by [Oh Wei Lun](#)



Yelling, banging tables, and slamming doors are definitely not the best ways of getting people to do things your way. Why not try listening to them instead? That is what bestselling author and speaker Mr. Lee Miller, Managing Director of NegotiationPlus.com, would advise you to do if you were to attend his one-day workshop which will be held in Singapore next month.

In an e-mail interview with *INSIS.COM*, Mr Miller said: "In order to get someone to do it your way, determine what motivates them. You have to take time and make the effort to understand someone's U Perspective. People will always tell you what they care about if you are willing to listen."

"To find out what is someone's U Perspective, you have to first become a better listener. And active listening techniques are part of the 3 Cs Influencing Method."

Now you probably find these terms alien to you. What exactly are the U Perspective and the 3 Cs Influencing Method? In fact, these two techniques are the key secrets to negotiating successfully, according to his newest bestselling book, *UP: Influence, Power and the U Perspective – The Art of Getting What You Want*, which was published early this year.

The workshops he has conducted have also been very successful so far. They are held throughout the US, Canada and various countries in Asia. His audience mostly comprises PMEBS (professionals, managers, executives and businessmen) from leading companies and organisations like AXA Financial, Citigroup, Glaxo Smith Kline Pharmaceuticals, Novartis Pharmaceuticals, Grey Advertising, Hitachi, HSBC, L'Oréal, MTV, the National Basketball Association, Reuters, Standard and Poor's, UBS, United Media and Women Unlimited. He has also held workshops in Singapore previously, but this is the first time it will be open to the public.

The upcoming workshop will not only help you in your career, but also help you to communicate more effectively with your children, family members and partner or spouse, he said.

According to Mr Miller, influence and negotiation can make or break a relationship. Take, for instance, a couple on a date. They cannot agree on where to go to for dinner and what movie to watch. If they understand the U Perspective of each other, the situation can be easily resolved.

The U Perspective simply refers to how someone sees the world and what he cares about. In this case, if both care most about the choice of movies, they can have a quick inexpensive meal and then watch both movies.

Mr Miller also cited an example of a tough nut deal he managed to crack using the U Perspective. He said: "The toughest deals I have negotiated are not necessarily the large-dollar, complex transactions but rather the ones that on hindsight seem fairly simple. That is why the U Perspective is so powerful. Take, for example, the situation of a fast food chain which wanted to hire a certain entertainer to do a promotion for them. Despite their offering him a lot of money, he initially declined their offer."

"When trying to determine his U Perspective, we found out that he had grown up poor and had spent a lot of time cultivating a certain image. That image was important to him and being a

pitchman for a fast food company was definitely not consistent with the image he wanted to project.”

“Once we understood his U Perspective, getting him to agree to promote the fast food chain was simple. We offered to donate a certain percentage of the profits from every sale to his favorite charity and promote it too. This way, he no longer felt that he was doing work for the fast food chain but rather, he was working for his favorite charity. That was totally consistent with the image he sought to project. Had we not taken the time to determine what motivates him, he would never have agreed to do what turned out to be a very successful marketing campaign.”

Like the fast food chain, many people often think that they negotiate in order to get what they want. But actually negotiating is about getting what both parties want. Mr. Miller also stressed that to determine if a deal is successful, what matters is not how much you get out of the deal, but that both parties walk away happy with the deal.

Lee E. Miller offers Influencing and Negotiating workshops based on his bestselling book “UP: Influence Power and the U Perspective-- The Art of Getting What You Want”

