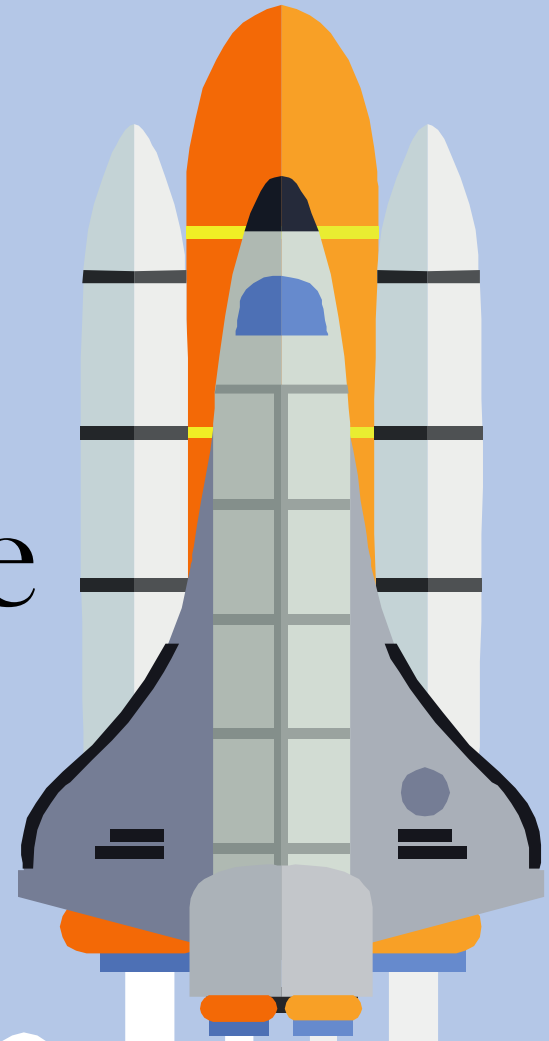


Negotiating and Its Importance within the Dietetics Profession



Disclosures

- Aaron Schwartz, MBA, MS, RD, LD
 - Employee, University of Kentucky
 - No conflicts. of interest to disclose

Practical Applications



01

Identify why learning to negotiate effectively is important to the dietetic profession.

02

Learn the process of a negotiation from preparation to settlement.

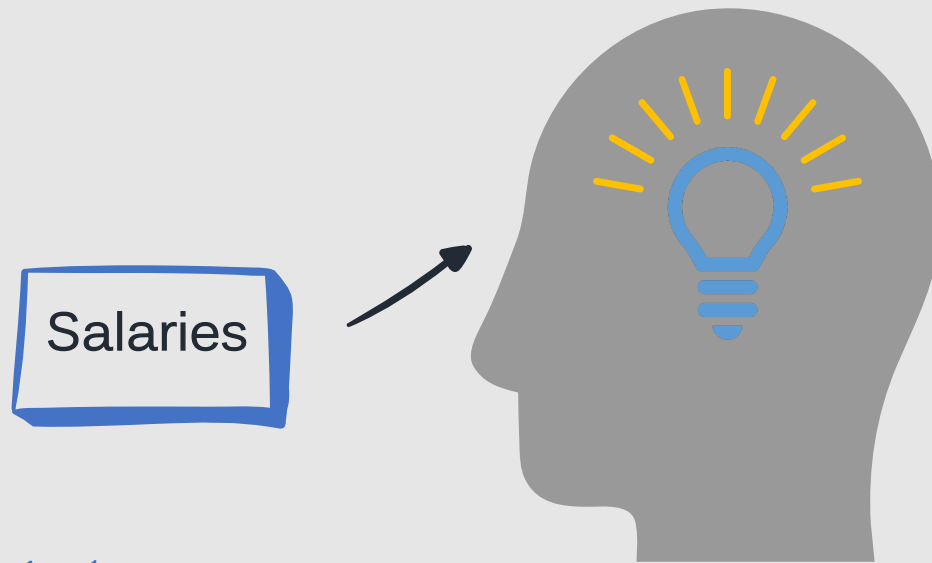
03

Understand which type of negotiation work in specific situations.

04

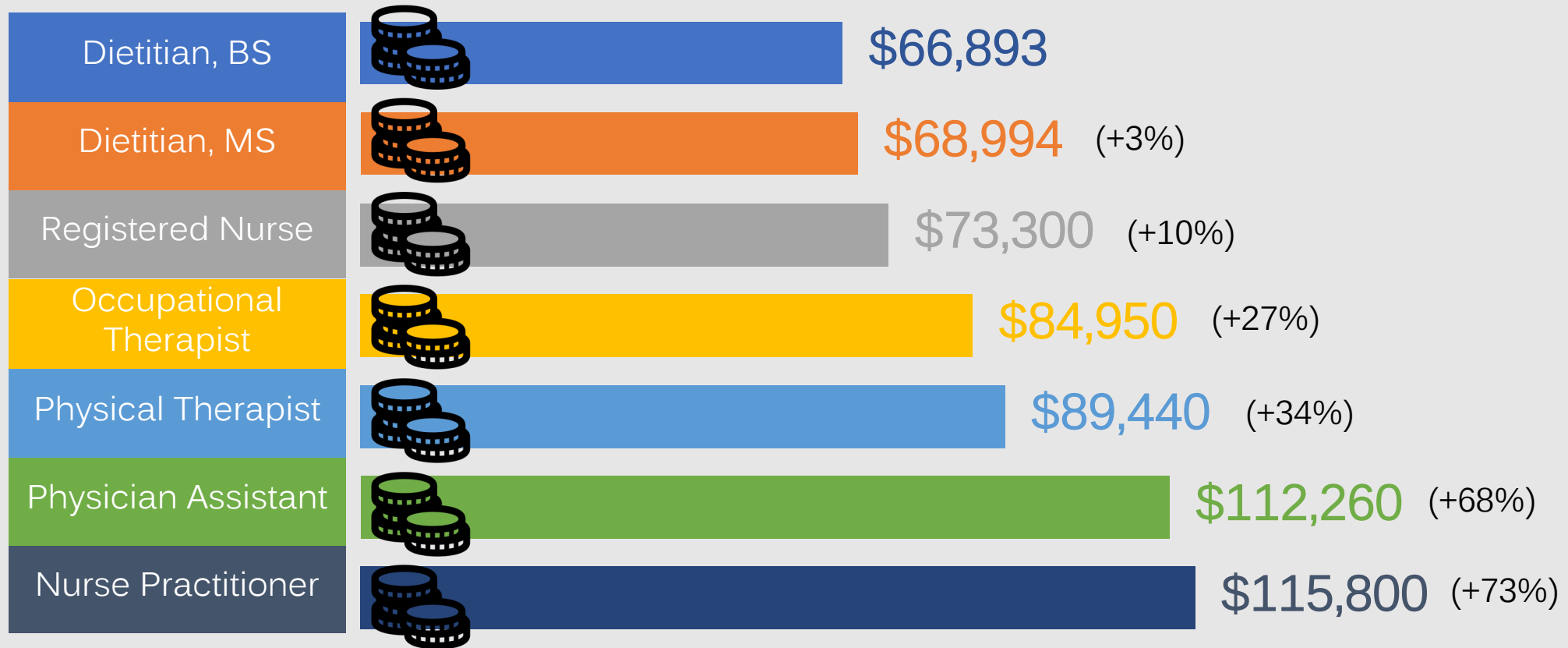
Identify resources to improve the skillset to apply in any environment (student, professional, or educator).

Why Is It Important?



“
CRDN 2.8: DEMONSTRATE NEGOTIATION SKILLS.
”

Health Professionals – Median Salary



Wage Mix

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graph LR; Internal[Internal] --> WageMix((Wage Mix)); External[External] --> WageMix;
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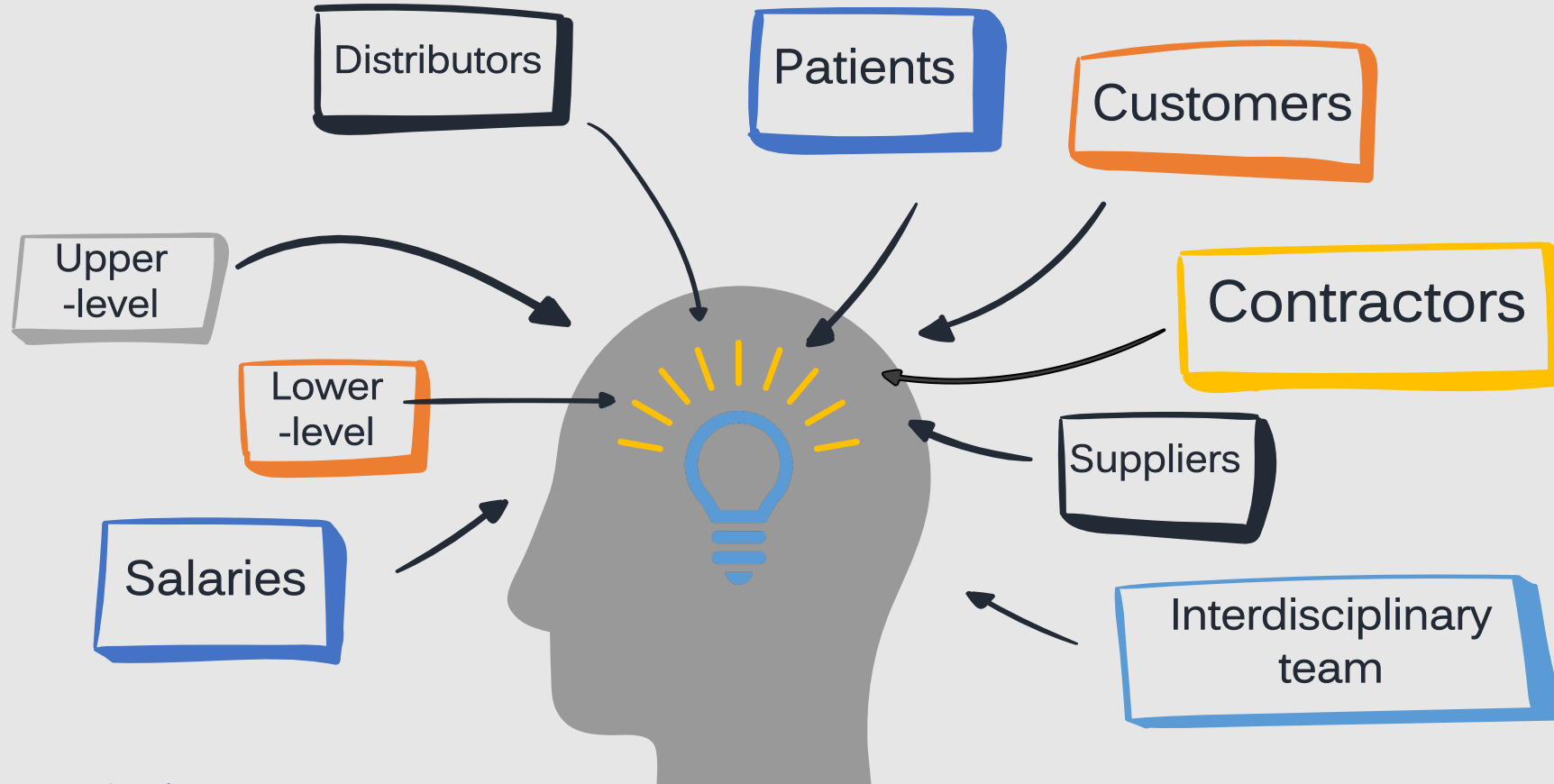
Internal

- Job's worth
- Employee's worth
- Employer's ability to pay

External

- Government
- Cost of living
- Labor market
- Area wages
- Collective bargaining

Why Is It Important?

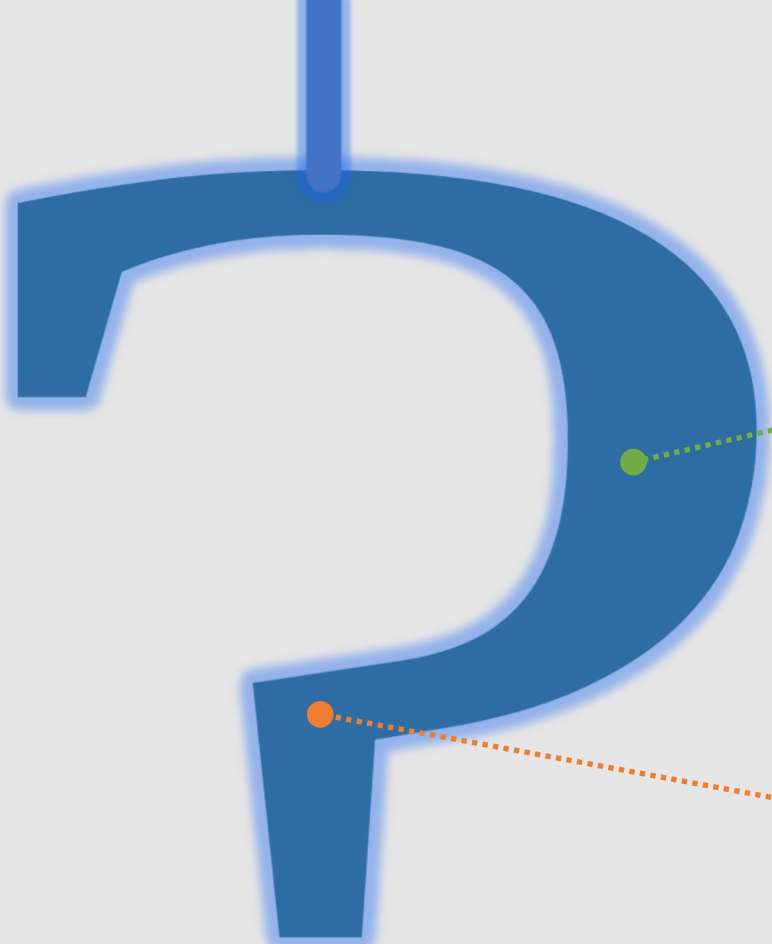


“**CRDN 2.8: DEMONSTRATE NEGOTIATION SKILLS.**”



The Negotiation Process





Is

the future relationship
with the other party important?

Is

the reputation I create
from this particular
negotiation going to affect
future negotiations?

Negotiation Basics

RESERVATION POINT

The point above or below which you will **exercise** that alternative

TARGET POINT

This should NOT be the same as your reservation point. Be **OPTIMISTIC**



Seller's Reservation Price
\$225k

Seller's Target Point
\$240k

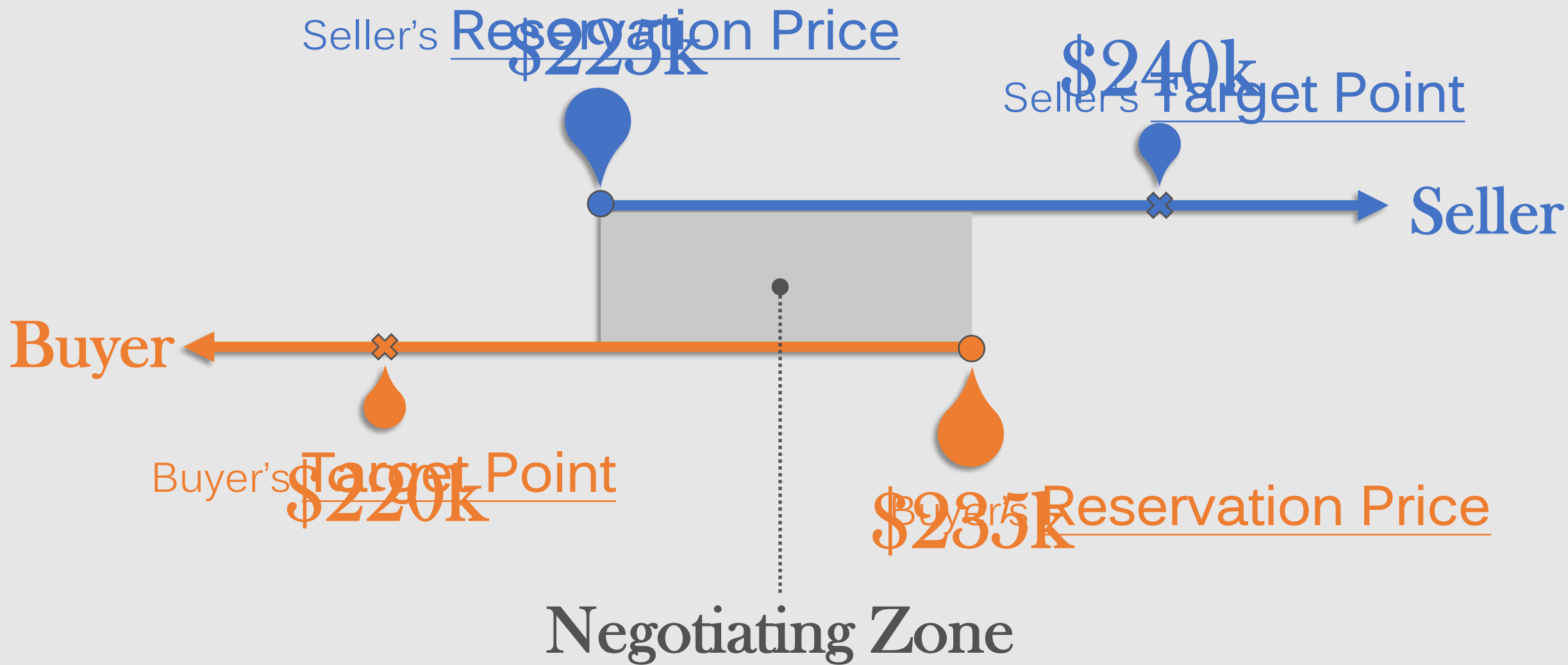
Seller

Buyer

Buyer's Target Point
\$220k

Buyer's Reservation Price
\$235k

Negotiating Zone





Competitive (Win-Lose)

Your goal is to claim as much of the value as possible.



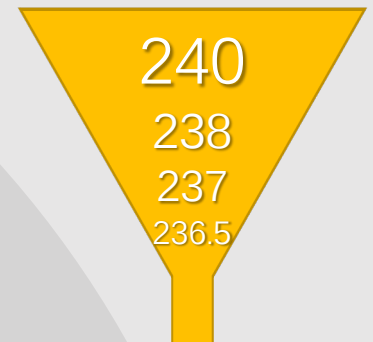
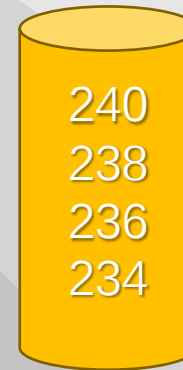
Competitive (Win-Lose)

Make seemingly generous concessions

Employ a funnel pattern to your concessions (signal your target point)

04

05



More likely to lead to an agreement being signed, even if final agreement is more expensive.

Collaborative (Win-Win)

Requires a
problem-solving,
not a
confrontational
approach

Look to find ways in
which both parties can
get all of their underlying
interests served
(collaboration NOT
accommodation)

Focus should be
on creating value

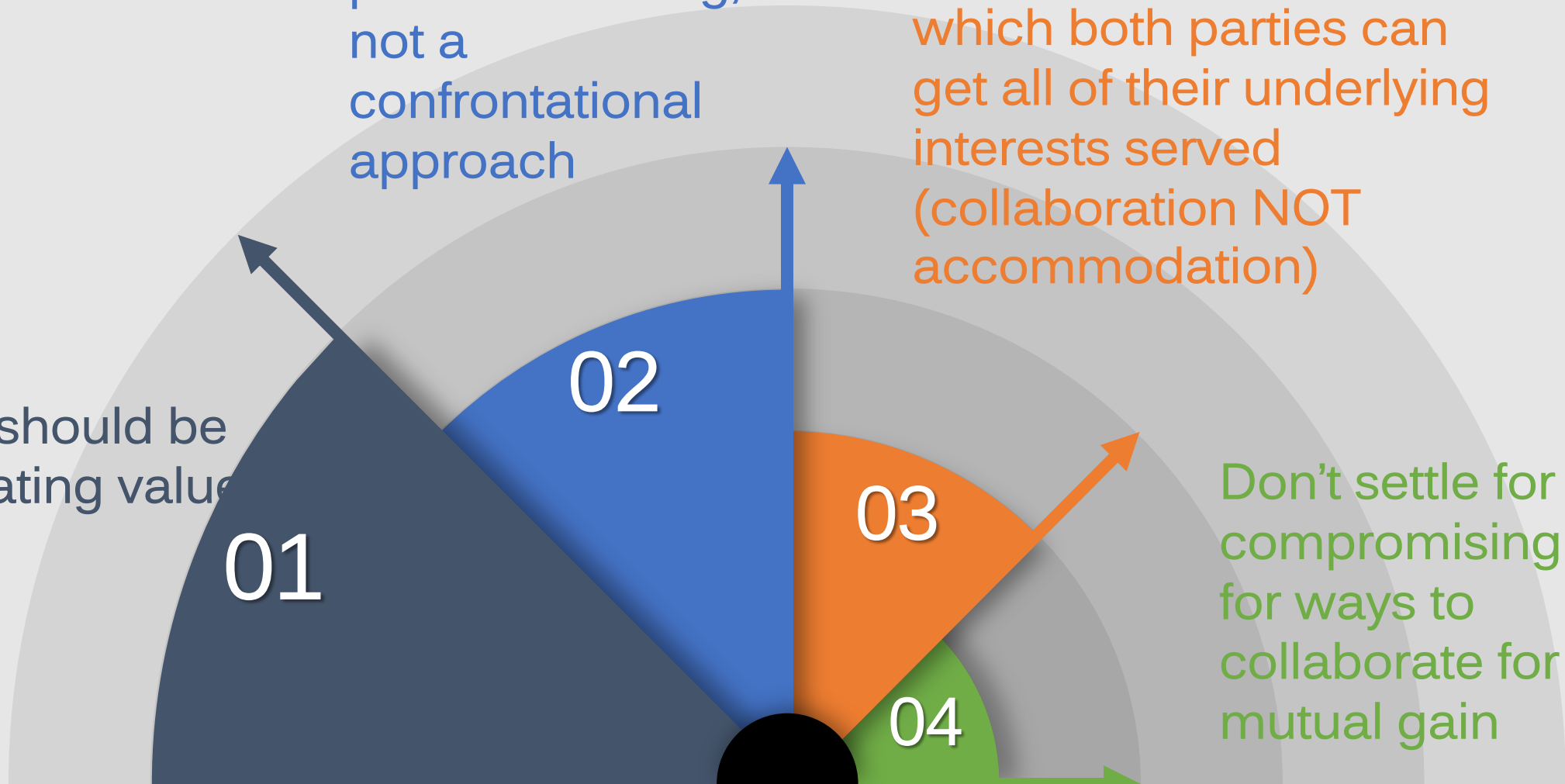
Don't settle for
compromising – look
for ways to
collaborate for
mutual gain

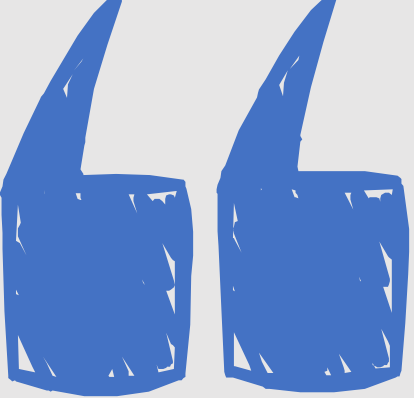
01

02

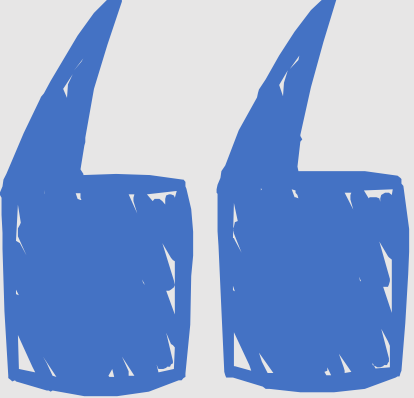
03

04





*This past Thursday, I met with the Executive Director and was presented with a job description for a "Healthy Living Coach"; I noticed immediately that the job description didn't outline compensation, pay, or benefits. After a bit of discussion, the Executive Director asked if I would be interested in taking the position, to which I said I was very interested **but would like to know more about compensation** before accepting. He said that he didn't have the information for me regarding pay, and asked me to essentially "name my price"... **I knew this was a red flag because I didn't have a written offer**, but I could also tell from our conversation he wasn't really sure the average pay of a Dietitian. I told him the national average and his response was **"Well, what is the lowest you would go?"**. Slightly shocked, I gathered my thoughts and asked myself **"What would Aaron say?"***



*I responded with something along the lines of, "I appreciate your consideration and after I receive more information on the pay and benefits offered, we can negotiate further at that time." Truthfully, the Executive Director paused and proudly said, "It's clear someone has trained you on how to handle this conversation." All that to say, I was able to confidently go into that conversation due to the presentation you provided on negotiating compensation. Before going to meet with him I even pulled up the PowerPoint and reviewed it, investigating **suggested pay using the RDN Salary Calculator** (taking the suggestion with a grain of salt, of course). Your presentation truly stuck with me and allowed me to handle this encounter **professionally** and **respectfully**, still keeping in mind the **value of our credential**. Again, thank you!*

Resources

Essentials of Negotiation

1

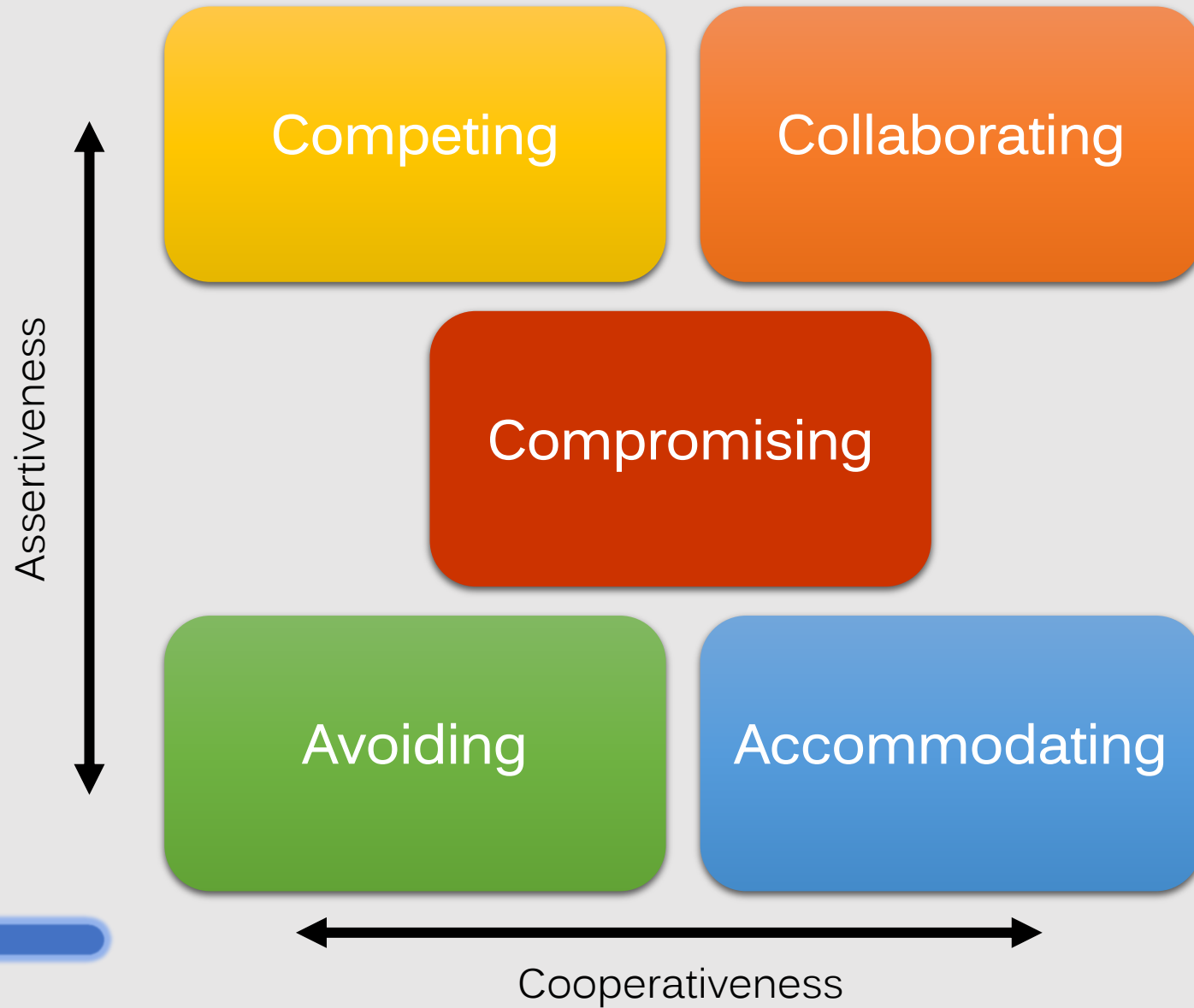
Lewicki, R. J., et al. (2016).
Essentials of Negotiation.

Thomas-Kilmann Instrument

2

<https://takethetki.com/>

Thomas-Kilmann Instrument



Resources

Essentials of Negotiation

1

Lewicki, R. J., et al. (2016).
Essentials of Negotiation.

Thomas-Kilmann Instrument

2

<https://takethetki.com/>

Dispute Resolution Research Center

3

Kellogg School of
Management at
Northwestern University

Academy of Nutrition and Dietetics (AND)

4

Salary Calculator
RD Compensation Survey



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