

# *Ten Tips*

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## for Effective Negotiations.

- 1** Before negotiating, clarify and prioritize the issues that matter to you, so you understand what will make you content.
- 2** Prepare thoroughly - study the market, and understand their case and yours.
- 3** Make a list of the issues you agree and disagree on. This will help you clarify the major issues and build a foundation for agreement.
- 4** Use your presentation to “create a reality”. Address your weaknesses in your opening presentation, and turn them into strengths.
- 5** Be flexible. Start with specific objectives, but have the confidence to adjust your position as you learn what the other person wants or needs.
- 6** Concentrate on reasons, not positions. Explore the reasons behind differences of opinion. Challenges based on merit are more successful than attacks on personalities or differences.
- 7** When proposing offers, try to gauge the expected response. Is this what you want? If not, consider an alternative.
- 8** The other party believes their position as strongly as you believe yours. The purpose of negotiation is to persuade the other party to accept your reality.
- 9** In most one-to-one negotiations, it's to your benefit to make the first legitimate offer. This establishes a benchmark for discussion. High-balling or low-balling isn't effective.
- 10** Negotiation is about compromise, not capitulation. Always consider your best, worst, and most likely alternatives to the negotiated settlement.