

The Rules of Negotiating[®]

CRITICAL

1. NO FREE GIFTS! SEEK A TRADE-OFF (“OK, IF...”) FOR EACH CONCESSION YOU MAKE.
2. START HIGH.
3. FOLLOW A DRAMATIC INITIAL CONCESSION WITH SHARPLY DIMINISHING CONCESSIONS.
4. KRUNCH EARLY AND OFTEN.
5. NEVER SETTLE ISSUES INDIVIDUALLY. INSTEAD, SETTLE ALL ISSUES AS A PACKAGE – ONLY AS A PACKAGE – AT THE END.
6. CONCLUDE WITH A NIBBLE.
7. KEEP LOOKING FOR CREATIVE (HIGH VALUE – LOW COST) CONCESSIONS TO TRADE.

IMPORTANT BUT OBVIOUS

8. DO YOUR HOMEWORK.
9. KEEP THE CLIMATE POSITIVE.
10. NEVER ASSUME THAT AN ISSUE IS NON-NEGOTIABLE JUST BECAUSE THE OTHER SIDE SAYS IT IS. IN REALITY, ALMOST EVERYTHING IS NEGOTIABLE.
11. NEVER ACCEPT THE OTHER SIDE’S FIRST OFFER.

NICE to DO

12. START SLOWLY.
13. SET A COMPLETE AGENDA.
14. DISCUSS THE SMALL THINGS FIRST.
15. BE PATIENT.
16. USE/BEWARE THE POWER OF LEGITIMACY.
17. NEGOTIATE AGAINST HIGHER-AUTHORITY PEOPLE WHENEVER POSSIBLE. KEEP YOUR AUTHORITY LIMITED.
18. CONSIDER USING GOOD GUY-BAD GUY.
19. TRY TO HAVE THE OTHER SIDE MAKE THE FIRST OFFER ON THE ISSUE.
20. KEEP TEAMS SMALL AND UNDER CONTROL.
21. TRY TO HAVE THE OTHER SIDE TRAVEL TO YOU.