

Negotiation Hints

| HINT | DESCRIPTION |
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| Negotiation is in fact and ongoing relationship. | There are certain expectations in both parties that must be considered when you start to negotiate. If you want to convince the other part you need to learn how to read the other part expectations and offer an option for its satisfaction. If you disappoint the other part regarding his/her expectations you will never reach a deal. |
| You must consider negotiation as a problem-solving tool. | Both sides have needs and that's the reason why you are negotiating in the first place. You cannot solve your pending chores without getting something from the other side. The dynamic applies for the counterpart. Try to establish a common agenda in order to solve "our problems". |
| Listen carefully to the other part. | Listening is vital not only to guide the discussion but also to avoid transform minor concerns in real troubles for a simple misunderstanding. |
| Don't consider the other part your "enemy". | If you assume an offensive position from the beginning it will be extremely difficult for you to reach an agreement. Even if the other part has a radical position it's better to moderate the discussion. Extreme demands tend to not be solved. |
| Deal with your emotions elsewhere not at the negotiation table. | Thinking clearly is mandatory for a successful negotiation process. If you bring your personal problems you won't be able to take a reasonable decision. |
| Project confidence not aggressiveness. | The most important emotion to project in order to convince the other part is confidence. If he/she truly feels that can trust you and with the satisfaction of your needs will come the satisfaction of his/her goals the deal will be closed quickly. Be careful because some people tend to confuse confidence with aggressiveness and this behavior is a complete deal breaker. |
| Body language matters. | 80% of what we say is in non-verbal language. Eye contact, warm but not intrusive manners and posture say more about you than your words. A proper body language could be summarized in the following phrase: "remain firm but open". Posture firm, but arms open, eyes firm but in a smiling face. |