

NEGOTIATION STRATEGIES

1. *Before the negotiation:*

- Learn about yourself & define your goals and limits.
- Gather information about the other part. Gender, culture, needs and motivations.
- Get all leverage possible.

2. *When the conversation starts*

- Begin with a reasonably high demand; you can adjust later.
- Use your leverage to get a position of power. Have solid alternatives (plan B, C..).

3. *Offering alternatives:*

- *Build a Golden Bridge.* Do not push to accept your proposal. Instead, do the opposite, act as a mediator and lead them in the direction you want, helping them save face and make the outcome appear as a victory for them.
- Apply pressure by using the principle of scarcity or limited time.

4. *When the conversation escalates:*

- *Go to the Balcony.* Control your actions. When the other person says no or launches an attack, suspend your natural reaction (getting mad); instead, buy yourself time to think.
- Use empathy. Pay careful attention to the other party's answers and their nonverbal clues. Acknowledge their requests.

5. *When your idea is rejected*

- *Reframe and try to present the proposal from a different angle.*
- Use open questions (*what, how or why*) to get more information and force the other side to think about possible solutions.

6. *Finalizing*

Always protect your name, don't over-promise and agree on next step