

Principles On Power Negotiating Techniques

By Bob 'Idea Man' Hooley

In the negotiation process, similar to the sale process, it is very important to understand the basic principles that make them successful. Here are a few points that will assist you in becoming a powerful negotiator.

1. It's better to focus on how you both can win. Especially if you are a Customer-oriented business that plans on being here for the long term.
2. Regardless of what you want the other person must be satisfied or at least feel satisfied with what they got.
3. Separate the people from the problem. Focus on solving problems and not on emotions wrapped around the problem.
4. KNOW the negotiation style of the person you are negotiating with, is critical to leaving with a positive outcome for both.
5. Focus on interests, and not your positions. Positions are fixed, but each of you may have interests, which need to be met. Fixed items can put your negotiations into a corner.
6. Keep your emotions in check. Never fall in love with something or you may lose some of your chips in the game.
7. Listen and question the person you are negotiating with, as you may discover a better deal than you ever thought was possible.

These principles when properly applied will give you an increased chance to successfully conclude your negotiation and walk away with an agreement that will satisfy both parties.

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