



PAUL NEFF

paulslifelessons.com  
**Tools of Negotiation**

---

## Tools of Negotiation

1. **Negotiating Tools-**
  - a. Spend a great deal of time in the shoes of the person you are negotiating with and understand their perspective, what motivates them and what they are trying to get out of the negotiation. See if you can provide most of what they are looking for. Most people focus on their perspective and what they want and negotiate from that perspective, which results in hard, difficult and challenging negotiations.
  - b. Look for a win-win scenario where everybody benefits as a result of negotiation. Your goal should be to try and ensure that you win with capital letters and who you are negotiating with wins with lower case letters. A win-win strategy usually results in more successful negotiations.
  - c. The ball is always in your court. To get the task finished well and timely, the ball is always in your court until it's done.
2. **Understanding** – Be sure you understand what you are negotiating and model out different scenarios so it's clear what you can give and what you can't.
3. **Trade** – If there is something that is critical to you, offer to trade it for something that might be important to them. If there is something you just can't give on and you are 100% clear, make that known and offer to give up something else in exchange.
4. **Best Offer** – Don't take the position that this is your best and final offer unless it truly is. You can say "I stretched farther than I anticipated," or "I have worked hard to make this attractive to you," but, don't take a position that you know you will retract from. There are other ways to take a strong position that doesn't

back you in a corner or doesn't make you look like you are not being sincere in the negotiations.

5. **My Goal** – My goal is always to have the other party feel good about the negotiation and the outcome but also get what I need. Bottom line, you want a positive outcome. Don't let emotions get in the way.
6. **Decision Maker** – Even if you are the final decision maker, sometimes it is helpful to indicate that you need to “run your offer (or these terms) by my partner,” or run it by someone else. It doesn't hurt to have someone else on your side be the bad guy in the negotiations.
7. **Fully Understand** – Take the time to fully understand what you are negotiating and don't hesitate to ask for some time to consider someone's counter offer. Be sure you understand all the ramifications of any counter offer and/or change.