

Being a Good Negotiator

Some tips to help you with your negotiations.

1. **Always do your homework.** It is important to understand what your opponents may want and the context of their likely demands and objectives. This requires some background research in advance.
2. **Define a bottom line.** Be absolutely clear on what you want from the deal and, at the same time, what items you are willing to trade if the going gets tough.
3. **Trade Everything!** We mean, take a big negotiation step by step, trading on every point as you proceed. Minor concessions from you may be major wins for them.
4. **Take your Time.** Some of the most successful negotiators are the most patient so make sure you take it steady. Assign sensible time for the negotiation.
5. **Stay Aware.** Try to recognise the impact your negotiation is having on the other side – their body language can give you very valuable feedback.
6. **Show Respect.** Taking into account others' customs and preferences will help create a more favourable negotiating climate. This links with Tip No 1 - "Doing Your Homework"!
7. **Build Rapport.** You will be more successful if you build an amiable relationship. You need to decide in advance the extent to which you might take specific steps to help build this.
8. **Look for hidden objectives and needs.** The other side may have constraints on them that may affect their ability to do a deal. It is worth playing devil's advocate and view the deal through their eyes.
9. **Keep it businesslike.** Getting emotional can cloud your judgement and you may say something you later regret. Many deals can be lost due to flippant remarks and lack of professionalism.
10. **Close the Deal.** Follow through on ALL points of detail that could prevent the finalisation of the deal. It is fundamentally important that both sides feel they have struck a good, balanced deal.

These tips were written by [Ian Clarke and Steve Westall](#). You'll find out more about being influential in [A Useful Guide to Being Influential](#).

More tips and tools at 247freetips.com