

## Negotiation - Basic 4 Phased Approach

### Preparation

- Ensure you have fully prepared your case / position
- Decide what you want
- Establish “Fall Back” Plan - what you are prepared to accept
- Find out what the other party is wanting / prepared to accept

### Debate

- Never accept initial offer. Hold out for more
- 
- Never request exactly what you want. Ask for more
- 
- Be prepared and willing to haggle
- 
- Use emotion as/when seen fit. Be prepared to (threaten to) walk away

### Propose

- Set deadlines for (partial) negotiation completion
- Indicate willingness to make concessions. Use timescales to influence extent

### Bargain

- Never “give” an inch. Trade it!
- “If you....then I....”
- Recap and document concessions made
- Agree what you agreed
- Strive for “Win-win” Don’t let the other party feel it has been cheated!