**Secrets of Personal Negotiation Success**

1. Before the negotiation **prepare:**

* Your alternatives to this deal; and strengthen your options before you go into the negotiation, e.g., if you are meeting for a final job interview, go in with two other job offers,
* A list of your interests, but don't set up fixed positions,
* An analysis of personality types involved, if possible,
* Good literature and audio-visual materials to get your points across.
* Do your homework. Learn as much about the person/organization as possible – including mission, key people, history, current work/projects, members of the negotiating team. Visit their webpage, read their publications, talk to others who might know them. Clearly identify their interests and where they may overlap with your interests.
* Establish a BATNA (Best Alternative to a Negotiated Solution. )

2. As the negotiating **starts:**

* Establish the agenda and ground rules.
* Don't rush to make the first demand,
* Listen to concerns of the other side(s)... what's said and what isn't,

3. Early on **clarify:**

* The interests of the parties (their needs as opposed to positions),
* The authority the parties have? Who makes decisions?
* The time line? The budget?
* Who is the competition, are you there for comparison purposes only?
* The alternatives each of you have if there is no deal.

4. As the negotiation **proceeds:**

* Brainstorn1 creative options that satisfy each party's interests,
* Don't judge these options at first to spur on creative thinking,
* Locate objective standards to bolster your case and question the other party's lack of standards, e.g., if you are in sales and if you have the best but most expensive product compare your warranty periods, repair records, resale value, etc.,
* Let the other party know your alternatives.

5. At the **end**of the negotiation:

* Have a win-win solution
* Devise a compliance-prone agreement
* Clarify everyone’s responsibilities
* Tie-down the deal, i.e. get-sign-offs by decision makers
* Stay in touch during the implementation

6. Try to:

* Balance creating with claiming so all parties do well
* When faced with difficult people don’t respond to provocations, but ask them to help solve the problem
* Don’t take things personally