

SUCCESSFUL NEGOTIATING TACTICS



- Formulate an agenda in advance of negotiations (what you need vs. what you'd like).
- Find some common ground with your opponent. Do they like sports? Do they have kids? Light conversation prior to negotiating allows each side to be more forthcoming.
- Never lie. Unethical behavior is rarely rewarded. If you must bend the truth, do it sparingly.
- If you're an artist, try not to negotiate your own deal. A tough negotiation is like a bitter divorce. It sours the client / artist relationship.
- Listen calmly to your opponent's requests and arguments. There will be plenty of time to present your counter offer later.
- Don't be demanding, swear, or hang up on your opponent (it only makes you look childish).
- Never concede a deal point unless you receive a comparable deal point in return.
- You must be willing to walk away from a deal if you are being forced to concede a point you are passionate about.
- Be careful what you ask for in a deal. You may actually get it.
- Take rigorous notes and follow up all meetings with a memo outlining all agreed-upon terms.
- Don't gossip about the points in the final deal or tell stories about the opposing negotiator. The opposing side will most surely remember your big mouth if you ever have to negotiate with them again.
- At the conclusion of the deal, take your opponent to lunch or send over a gift basket. A simple act of kindness heals all egos.