



16 NEGOTIATIONS

Questions

1. Have you ever negotiated any deals? What were they about?
2. What are the principle elements of a negotiating process?
3. What negotiating styles do you know? Have you ever used any of them?
4. What is the "good cop / bad cop technique"? When is it effective?
5. What part do emotions play in negotiations? Is it always wrong to follow your emotions while negotiating?

Related topics

Reaching an agreement
Mergers and takeovers
Trade
Conflict resolution
Diplomacy
Mediation

Useful words and phrases

- to bargain
- to create rapport
- counterproposal
- win-win situation
- zero-sum game
- to be honest
- fair enough
- take it or leave it
- to decline an offer
- to reach a deadlock
- to intimidate someone
- could you possibly...
- there is no way...
- so, what you're saying is...

Remember!

If you are negotiating but are not sure the other party will agree, say:

IF + PAST SIMPLE, WOULD

Example: *If we offered you free shipping, would you agree on the price?*