



## 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?*