



WE ARE NOT LOOKING FOR MODELS.

Health Fitness Sex Nutrition & Weight Loss Guy Wisdom Blog Promotions Events Subscription Contact Advertising



HEALTH

Winning Negotiations

Image: Corbis



We all negotiate on a daily basis in both our personal and professional lives. "Negotiation is entrenched in the Asian culture," says Jim Thomas, author of Negotiate to Win.

But while we may be unwitting experts, there is a right and wrong way to negotiate. The former leads to favourable results; the latter means you walk away with nothing or much less than you bargained for.

1. Persuade First

When you're trying to persuade, your "bargaining" chips are reasons. "Persuasion isn't complicated," says Jim. "Offer a bunch of reasons and if your counterpart's convinced, he'll do it." Sometimes, it works quickly. Other times, it doesn't work at all. "Always persuade first. It's easiest. When that fails, you negotiate."

2. Think Win-win

If you're looking to maximise results, enter negotiation with the intention to benefit both parties. "I practise and preach it for one simple reason: it's the only thing that works," says Jim. "It's not a matter of altruism, morality or ethics – win-lose negotiation is nonsense. Your counterpart simply will not let it happen."

3. Open Assertively

The exact boundary between making an assertive offer and a ridiculous one varies with every negotiation and negotiator. "Starting high is good, starting higher is better," says Jim, "but only up to a point." When higher becomes too high, it then becomes destructive. "Your counterpart may view this as insulting, frivolous or ignorant."

4. Don't Say No

Don't be lazy. Instead say, "Yes... if". "When the other side requests something from you, it's not a problem – it's an opportunity to get a concession in return," says Jim. "Don't forget that should the other side reject your 'if', they also reject the concession you were willing to offer."

5. Be A Shark

Attack issues like a cold-blooded marine hunter. "Only the final handshake seals the deal," says Jim. "Until then, all issues remain open. If you're not making progress on one issue, skip it and move on to another one." Continuing to work on an issue that's not going anywhere will only frustrate you and your counterpart.

6. Flip It Over

When your counterpart makes an offer that's unreasonable, don't make a counter-offer. Instead, throw the ball back in their court with what Jim calls a "krunch". "It's the best way to respond," he says. You say: "We appreciate that. We're definitely getting warmer. What else can we do on this?" A krunch costs nothing. Every concession has a price.

From Jan 2009 issue of Men's Health Singapore

★ Add to bookmarks

🖨️ Printer-friendly version

✉️ E-mail to friend



Other Health Stories

- Injury-Proof Your Workout - Jan 2009
- Your Best Blood Test Ever - Dec 2008
- Boot Cramp - Dec 2008
- Good Night - Nov 2008
- The Magnificent Seven - Nov 2008

[more stories](#)

Polls

How long do you typically stick to your New Year's resolutions

- I give up by March.
- Around July is the furthest I've gone.
- The whole year - I have resolve!

[VOTE](#) [SEE RESULTS](#)



January Issue Out Now!

Advertisement

Ads by Google

"Very valuable..."
CNN
 Negotiation advice and training from leading international experts.
www.Nailimited.com

Negotiate Labor Contracts
 In-Depth Exposure To Negotiation Theory & Practice. Register Online!
www.LIR.msu.edu/Labor_Contract

Negotiation Skills guide
 Looking to find Negotiation Skills? See our Negotiation Skills guide.
Motherearthnews.Com

Negotiation Skills
 Increase Your Employees' Potential w/ SkillSoft's Learning Solutions
www.skillsoft.com

Negotiation Training
 Effective Negotiating@ Seminar - Don't Take "No" for an Answer!
Karrass.com



Copyright © 2008 SPH Magazines Pte Ltd. Co. Regn. No. 196900476M. All rights reserved.
[Privacy Statement](#) | [Conditions of Access](#) | [Sitemap](#)

SPH Magazines Network: Citta Bella, Female, FIRST, GameAxis Unwired, HWM, Her World, Home & Decor, ICON, Maxim, Men's Health, People At The Peak, PHOTOVIDEOi, SHAPE, Simply Her, The Peak, Torque, Young Parents