

value is subjective




Negotiation Principle:  
Set High Targets



Ask for more than you are comfortable asking... as long as you can speak to it.

As a rule, those who  
ask for more...  
get more.®





Negotiation Principle:  
Positioning Advantageously

How do I communicate the optimal "value proposition?"
What is my theme?
Is it Brief? Compelling? Repeatable?
What is in it for them to do what I want?
Have I said it in a way they can remember and repeat?

Excellent negotiators use  $\frac{1}{2}$  as much information to make their case


Negotiation Principle:  
Satisfy Needs Over Wants



Wants = what →

Needs = why →

Negotiation Principle:  
Concede According to Plan



What message am I sending?
How do they value my concession?
Am I getting something in return?