

The 20 Rules of Negotiation

1. It should always be a Win-Win for all parties.
2. Never offend the buyer or seller.
3. Never believe anyone else is entirely on your side.
4. Always strive for high moral ground.
5. Disarm a physiological attack by drawing attention to it.
6. Be irrational occasionally.
7. Strive to be innocent.
8. Always ask Why questions.
9. Question authority.
10. Challenge the written word.
11. Listen carefully.
12. Always give yourself an alternative.
13. Be informed.
14. Work only on issues that can be resolved.
15. Never respond to an offer that can't be closed.
16. Don't just stick to the bottom line reasoning.
17. Remember that some deals just can't be closed no matter what you do.
18. Get the other party to invest time.
19. Set a deadline for an answer.
20. Act quickly.

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