



Negotiation Top Tips

WOBL & WHTB

Follow it up in writing

Write a brief summary of your understanding of the deal and e-mail or send it to all parties. That way things don't get forgotten. It's best to do this the same day, if at all possible.

Preparation pays off.

Research both your information and your 'opponents'. Try to see things from their point of view.

Be honest.

Don't lie, or you will be found out (either now or in the future). You can always say if there is something you are not prepared to reveal. Try being honest, it works!

Don't haggle.

Negotiating is not haggling. Haggling is usually only about price, and price may not be as important as you think.

If you concede something, get something in exchange.

Never give anything away free, or as a 'goodwill gesture'. Always give to get.

Both parties should be happy.

Check at the end whether everyone is happy with the deal. If not, finding out now and doing something about it could save you a lot of agony later.

Take time-out.

Ask for a break when you (or they) need to consider something, or you have to reconsider your position. Summarise before you go.

Summarise regularly.

Summarise what has been agreed and what is still an issue. Always do this truthfully and without prejudice.

Use a structure remember WOBL:

- W** What is it that you are negotiating about
- O** Outcome: What's the best that you want out of this negotiation?
- B** Bottom Line: What's the minimum that you would settle for?
- L** List: What's on your wish list?

Agree WHTBD

WHTBD = What has to be done?

Agree action points with all parties, and put dates on everything. Otherwise, you may get agreement, but no action.

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