

# 10 Negotiation Dilemmas



## **1. Information Disclosure.**

What information should I share, when and why? Knowledge is power but only when it's used.

## **2. Who goes first?**

If I let them make the first proposal they might offer me more than I was expecting but what if it's worse, or much worse?

## **3. Where do I pitch?**

If I go extreme, I'll have plenty of wiggle room and I might structure their expectations as to where the deal will be done but, what if I'm so unrealistic I get shown the door?

## **4. Do I change my mind?**

If my strategy is not working or my objectives aren't realistic enough, do I change or recalibrate them? If I do will they see that as a sign of weakness and come after me?

## **5. Losing the argument.**

If they've got a good argument, do I try to argue fruitlessly against it or do I accept their point and make a concession?

## **6. Assumptions.**

If I don't know should I assume? If I do I could get it horribly wrong, if I don't I'll never make a decision.

## **7. Do I ask for what I want?**

If I do they might not give it to me but if I don't they're going to have to guess.

## **8. Should I give them what they want?**

If I do they might not give me what I want but if I don't then why would they give me what I have been looking for.

## **9. When do I stop?**

If I go too soon I might miss an opportunity, if I leave it too late I'll risk unravelling the deal and having to start again.

## **10. Should I threaten a sanction?**

If I do it may raise the temperature and destabilise the negotiation. If I don't, I may be losing power.