



New message



To

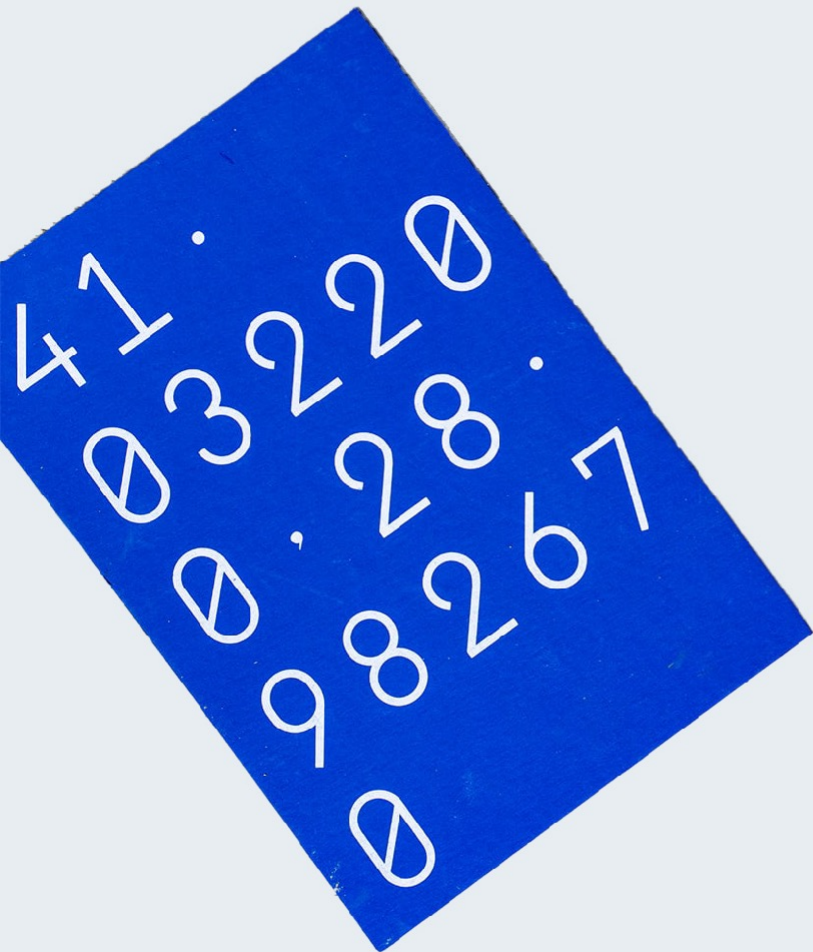
Subject

Negotiating via Email

SEND



Sharing information



RECOGNIZE THE OTHER PARTY'S STYLE

Are they verbose? Or do they prefer headlines?
Understanding the other's party style will allow you to adapt accordingly.

COMMUNICATE IN THE OTHER PARTY'S STYLE

Once you know the other party's style, use it to communicate with them. If they use bullet points, then use bullet points to give them information. If they prefer a narrative complete with details, then give them that. The more you communicate using their style, the more comfortable they will become communicating with you.

WHEN IN DOUBT, BE SUCCINCT

If you have no idea what their style is, then default to being succinct. Headline people will not zone out, and the more verbose will ask for additional detail.



Using time

INSTANTANEOUS DOES NOT MEAN IMMEDIATE

Just because you can respond quickly doesn't mean you should. Take your time and respond when you're ready. Don't succumb to the pressure of an instantaneous response.

GAIN PERSPECTIVE

Before you respond, gain perspective so that you can provide a thoughtful response that will further your position and move the negotiation forward.

STAY IN CONTROL

Email does allow for a certain amount of control. Taking your time to respond will slow a negotiation's pace — just be careful not to stall it. Sending rapid replies can speed up a negotiation's pace — just be careful not to miss opportunities. Either way, by remaining in control of your responses, you can also control the negotiation's tempo.

Managing tone



EMAIL IS TONE-DEAF

People can very easily misread or misinterpret your intended tone. Therefore, write your emails as if the other party is tone-deaf. Don't assume that they will know how you feel — assume that they know only what you write.

TONE IS IN THE EAR OF THE LISTENER

Oftentimes, tone carries on from previous communications, and it can snowball rather quickly. It can also be influenced by the recipient's mood as they read the email. If you detect a tone issue, move quickly to rectify it.

AVOID DELICATE OR NUANCED MESSAGES

Simply put, there are some exchanges that are better left for verbal conversations. While it may be easier to deliver bad news via email, having an actual dialogue may save you a lot of time and unnecessary emotion later in the negotiation.

195
when man boasted in his own self-
God's laws, God's tone immediately
loses on Mount Sinai, "You shall set
d, saying, "Take heed to yourselves that
tain or touch its base. Whoever touches
put to death. Not a hand shall touch him,
ed or shot with an arrow; whether man or
Exod. 19:12-13).
the law of the old covenant. Just take a moment
e foot of Mount Sinai. See it as it is described in
Mount Sinai was completely in smoke, because
on it in fire. Its smoke ascended like the smoke
whole mountain quaked greatly" (Exod. 19:18).
ere the Ten Commandments were given.
place to be at. Don't take my word for it; read for
documented for us in the book of Exodus. "Now
nessed the thundering, the lightning flashes, the
mpet, and the mountain smoking; and when the peo-
rembled and stood afar off. Then they said to Moses,
us, and we will hear; but let not God speak with us,
Exod. 20:18-19).
venant of the law was a covenant that was void of rela-
was a covenant of distance and separation from God. The
ed by fear, didn't want God to speak to them. That was
s) the effect of the law.
God's people presumed on their own righteousness (reflect
oride in every person's heart, making them believe they can
y do all that God demands), God unleashed upon them His
ous standards and immediately a division and distance came

Words matter

CHOOSE WORDS CAREFULLY

Be mindful of what you're saying, as you may not get the opportunity to correct a mistake via email. Worse yet, you may not even be able to see that a mistake was made until later in the negotiation. So choose your words carefully.

QUALIFYING WORDS ARE SIGNALS

We often use soft language to come across as nice or gentle. But that soft language will be viewed as a signal. You can be firm and be nice. Writing "I could do around 10%" signals to the other party that 10% is not what you need at all. Instead, just write, "I can do 10%." By getting rid of the qualifying words, you're getting rid of the signal.

BEWARE OF THE WRITTEN WORD

Once you've sent that email, it will become a matter of historical record within your negotiation. Anything written will be far more difficult to change or correct than anything verbal. If you're concerned about putting it in writing, then pick up the phone and have a conversation.



Reacting

BEWARE OF EMOTION

If email is tone-deaf, it can also be emotionally detached. In other words, the emotion you receive from others via email may actually have nothing to do with the emotion of the deal. Likewise, your emotional reaction may have more to do with what's happening to you in the moment than what the other party is doing. Recognize your own emotional state before responding.

RECOGNIZE THE TRIGGERS

If you know that you're more terse before your first cup of coffee, then recognize that trigger and don't respond to emails until after that first cup of joe. Look for those same triggers in the other party and manage accordingly.

BE CURIOUS ABOUT WHAT'S BEHIND THE EMOTION

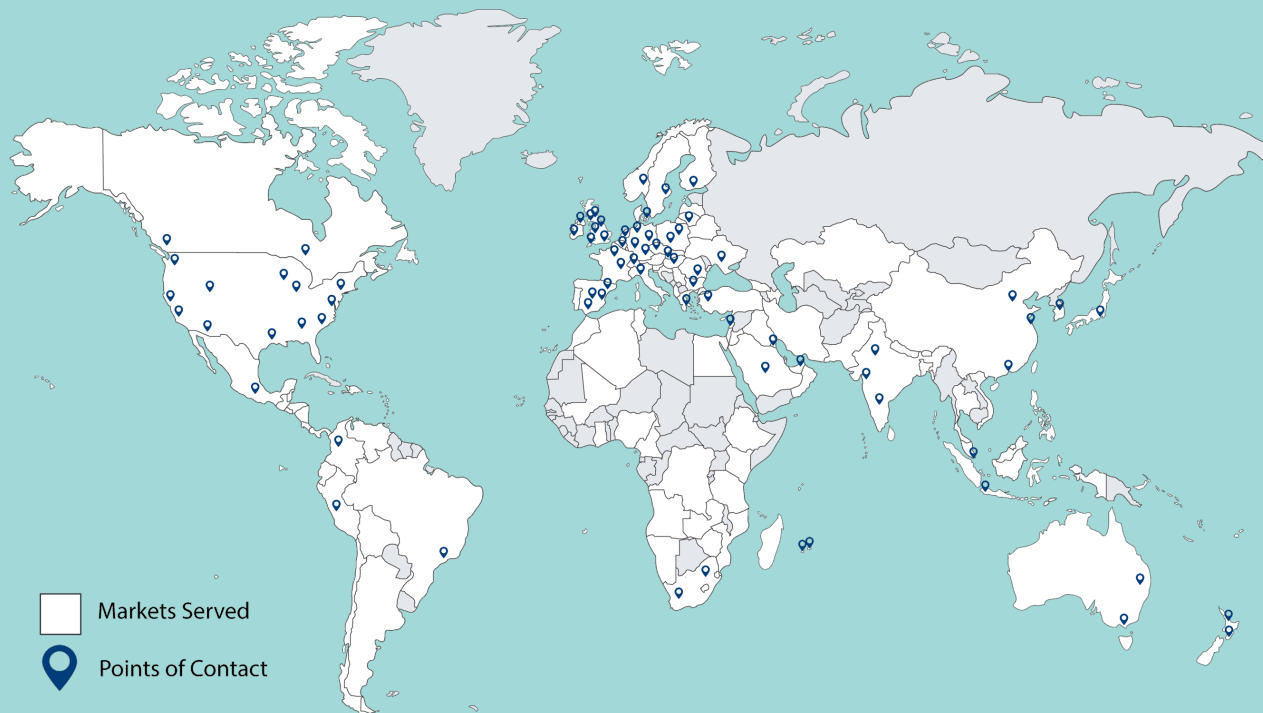
If you're met with an emotionally charged email, don't react with your own emotional tirade. Instead, get curious as to what caused the emotion. No need to be defensive—just ask good questions and get to the real issues.

About Scotwork

Scotwork®

MAKING A REAL IMPACT WORLDWIDE

Scotwork has coached hundreds of thousands of senior managers in 29 languages. We have grown into the world's number one independent negotiation consultancy, operating in 46 countries. We work with organisations large and small across all sectors. After more than 45 years we are still giving powerful skills that transform their lives, and handing businesses more successful futures.



Australia
Belgium
Brazil
Canada
China
Colombia
Czech Republic
Denmark
Finland
France
Germany
Greece
Hong Kong SAR
Hungary
India
Indian Ocean
Indonesia
Ireland
Italy
Japan
Kingdom of Saudi Arabia
Kuwait
Lithuania
Lebanon
Luxembourg
Mauritius
Mexico
Netherlands
New Zealand
Norway
Poland
Reunion Island
Romania
Singapore
Slovakia
South Africa
South East Europe
Spain
Sweden
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States of America

Please contact us to find out more
Email info@scotwork.com
scotwork.co.uk