

# TOP 10 TIPS FOR SUCCESSFUL NEGOTIATING

**1** You have to **ask** to get anything

**2** Preparation → Confidence → Better Negotiation

**3** Think **win-win**, collaborate, build relationships

**4** Have a **7 element plan**: Interests, Options, BATNA, Criteria, Commitment, Communication, Relationship

**5** Use **silence**, listening, and ask questions  
(*“why, help me understand”*)

**6** Be **persistent**; push back at least twice

**7** Be **personable**, patient, empathetic, flexible

**8** When it is difficult, **go to the balcony**,  
**step to their side**, reframe

**9** Be willing to **walk away!**

**10** **Practice** and get feedback to improve