

Negotiation strategies

Taken from *Negotiation Skills* by Baden Euson 1994.

Strategy	Nature of strategy	Related tactics
Know the basics	Know the basic ways of opening the negotiation; know how to respond to the other side.	Ambit claim, lowballing
Break Deadlocks	Know how to resolve situations where the negotiation process has slowed or stalled.	Split the difference, Use objective criteria, Pilot study/trial, Summarise, What if ...? Calling it
Manipulate time	Use time to create opportunities, deflect conflict, apply pressure and wear down opposition.	Delay, Deadline, Attrition, Persistence
Ham it up	Act out differing roles to confuse, demoralise and impress.	Act inconsistently, Boredom, What a laugh, Playing to the gallery
Move the goalposts	Seize control of what is to be negotiated, change it to what is convenient to you.	Refusal to negotiate, Take it or leave it, Overload, Lock in, Escalating demands, Walk out, Change focus
Attack	Use aggression to dominate and divide.	Threats, Attack the person, Whipsaw
Control stress & insecurity	Apply and withdraw pressure to get a better response from the other side.	Good guy – bad guy, Stranger in a strange land, Hot seat, Tantrum, Silence, Competition, Take a break
Turn weakness into strength	Via honesty or deception, use real or apparent weakness in order to prevail.	Apology, Have mercy, Simpleton, Wet noodle, Power of the scribe, Salami
Use authority	Use real or imagined authority of self or others to avoid committing yourself, to bypass or dominate the other side and to bolster your argument.	I don't have the authority, You don't have the authority, Appeal to authority, VIP, It's official
Seek cooperation	Work with the other side for a mutually beneficial outcome.	Getting the opposition to set limits, Getting them involved, Put yourself in my place, Full disclosure, One cuts – the other chooses, Save face