

**PURPOSE:** There are 15 key Negotiation Principles to create a win-win situation with your customer and not leave money on the table. Review these Negotiation Principles to identify which principles you use and/or could use in the future.

Negotiation Principles	<input checked="" type="checkbox"/> those you currently use	<input checked="" type="checkbox"/> those you will use in the future	Identify a customer and how you will specifically apply these principles to create a win-win
1. Listen closely	<input type="checkbox"/>	<input type="checkbox"/>	
2. Know where you want to go	<input type="checkbox"/>	<input type="checkbox"/>	
3. Aim high	<input type="checkbox"/>	<input type="checkbox"/>	
4. Consider deadlines	<input type="checkbox"/>	<input type="checkbox"/>	
5. Don't be afraid of deadlock – when appropriate	<input type="checkbox"/>	<input type="checkbox"/>	
6. Use a co-operative approach for win-win results	<input type="checkbox"/>	<input type="checkbox"/>	
7. Look for a better deal	<input type="checkbox"/>	<input type="checkbox"/>	
8. Ask. Listen. And don't talk too much	<input type="checkbox"/>	<input type="checkbox"/>	
9. Resist concessions, but secure them from customers	<input type="checkbox"/>	<input type="checkbox"/>	
10. Allow your opponent to save face	<input type="checkbox"/>	<input type="checkbox"/>	
11. Use compliance tactics, and avoid them yourself	<input type="checkbox"/>	<input type="checkbox"/>	
12. Don't "need" the deal	<input type="checkbox"/>	<input type="checkbox"/>	
13. Establish your bottom-line and trip wires	<input type="checkbox"/>	<input type="checkbox"/>	
14. Plan & Prepare	<input type="checkbox"/>	<input type="checkbox"/>	
15. Summarize frequently	<input type="checkbox"/>	<input type="checkbox"/>	

