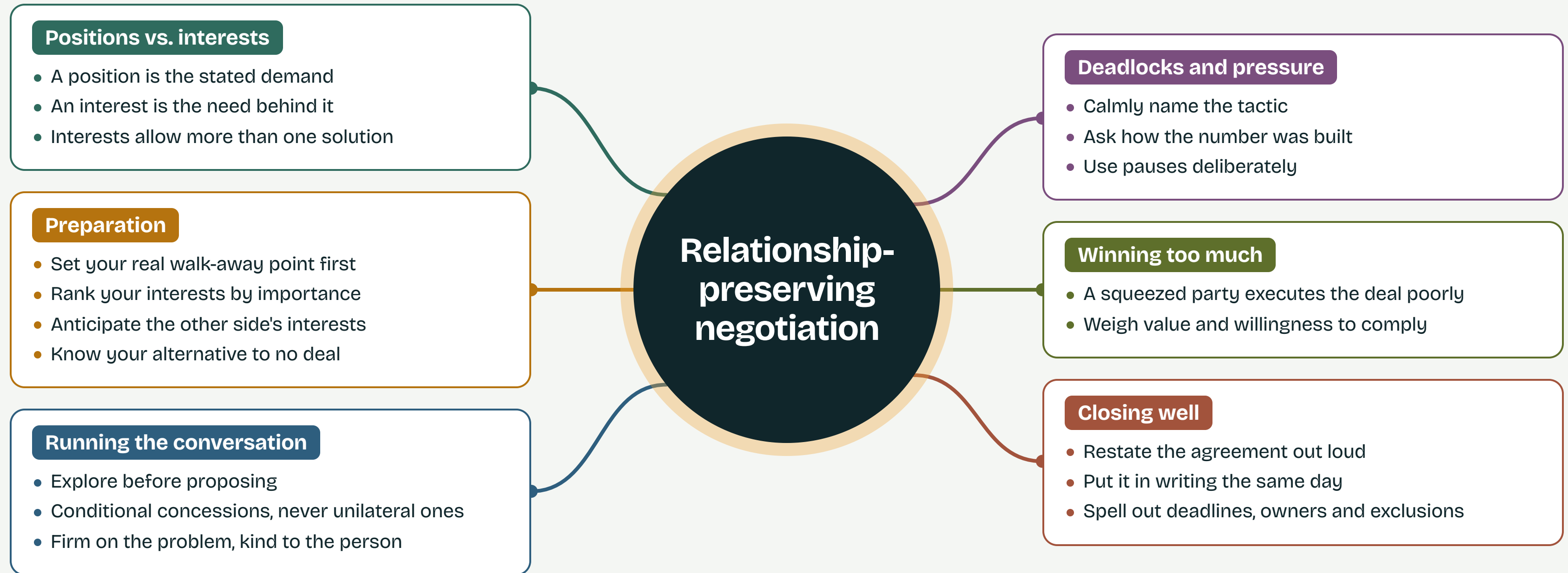


How to negotiate without damaging the relationship



Action plan

1

Set your limit and your alternative before negotiating

2

Ask what needs to be solved for the other side

3

Tie every concession to something in return

4

Ask for a pause or the criteria under pressure

5

Put the agreement in writing the same day

Key takeaway

A lasting deal is one both sides still want to honor six months later.