

The Negotiation Hazard: Don't Push Too Hard

Negotiation hazards tend to occur when you are taking a particular strategy too far. What might work wonderfully in one negotiation situation will not always be appropriate in another. The instant someone feels cheated, misled or taken advantage of, your opportunity to negotiate with her/him is over.

Many rookie negotiators have a tendency to push the envelope a little too far. Their ambition as beginners is understandable, but it will rarely result in a win-win situation. Negotiating rookies want to be the victors, like they are hunting prey. Even if the other party consents, they are likely not doing so without some serious repercussions. High-pressure tactics will most often be read as offensive, condescending, obnoxious and insulting. Then, trust is lost and ultimately the ability to negotiate is lost, too. You can always tell that you're going too far if your prospects find something you say or do alarming, or if they seem uncomfortable in your presence. Always be sensitive to the mood and rapport of the meeting so you don't find yourself in this situation in the first place.