

## **10 Important Questions For “Us & Them” In A Negotiation**

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Professional business negotiators make getting a smart deal completed look almost natural. When we watch them in action we think that they must have an innate talent for such transactions.

The reality is that good business negotiators are always working a plan that allows them to make intelligent decisions while the other side is still collecting or digesting information. If a good negotiator has collected the correct information they know when to say “yes” to maximize their yield.

Seasoned business negotiators start out collecting data on their negotiations before the other side even realizes the game is on. They do this by asking questions that will help them shape their bargaining positions well in advance and save the final hours of the negotiations for revisions on plans and focusing on the other sides “tells” (bargaining signals) and emotional responses to needs and deadlines.

Good negotiators take as much negative risk out of negotiating as possible. They focus on enhancing positive risk and pulling the other side closer to their “comfort zone” in closing a good and wise deal while still maintaining a solid relationship with “Them” to get the deal done.

Below are 10 Important Question for “Us” to ask ourselves before we begin any negotiation. If you cannot answer the majority of the questions below with confidence, slow the negotiation down. You are moving too quickly and ultimately not knowing enough about “Them” will cost you money in the present and opportunities in the future.

### **10 Important Questions In A Negotiation**

- 1) Who understands risk better associated with the negotiation...us or the other side?
- 2) Who has the best intelligence on the negotiation ...us or the other side?
- 3) Do we have their trust?
- 4) Do we understand their weaknesses germane to the negotiation?
- 5) Do we truly understand their needs?
- 6) Do we understand their objectives?
- 7) Can we empathize with their stance in the negotiation?
- 8) Do we understand their price/cost thresholds?
- 9) Do we have a proposal meaningful enough to them?
- 10) Do we feel confident enough to say “yes” to a good deal?