

## DEFINITIONS

1. **Interest-Based or Mutual-Benefit Negotiation:** In this type of negotiation, we enter into a value-expanding conversation by first identifying all parties' interests (preferences, desires, fears), and our task is to do our best to satisfy everyone's interests.
2. **Distributive Bargaining:** In this type of negotiation, we are attempting to distribute among us what we perceive as limited resources. So the subject of the negotiation is viewed as a "fixed pie" and our task is to get as many slices as possible.
3. **Diagnostic Questions:** Open-ended questions beginning with the words who, what, when, where, how and why. Used to discover the interests of your bargaining partner in order to find mutual benefit, and to help you move past objections and impasse.
4. **Anchoring:** An attempt to establish a reference point (anchor) around which a negotiation will revolve. The negotiating partner who makes the first reasonable offer anchors the bargaining range in her favor. The anchor will influence your bargaining partner's responses in the direction of the anchor throughout the negotiation.
5. **Framing:** Creating a perspective of the problems or issues for a decision. A question as innocuous as "how tall is he" frames the response. Research shows that people give higher numbers when asked how tall or large someone is than they do when asked how short or small someone is. If you can frame any negotiation as a benefit to your bargaining partner, you are poised to achieve a favorable outcome for both parties.
6. **Concessions:** Tradeoffs in which you engage in conceding, yielding, or exchanging things of value. Exchanging things of lower value to you and higher value to your negotiation partner is called "log rolling."
7. **Reciprocity:** When someone gives or concedes something of value in a negotiation, we acknowledge the offer and respond with something in exchange. Note: we must stress the difficulty or generosity of our concessions and ask for something in exchange in order to avoid the "doormat" factor.