

# *The 12 Commandments of Negotiating*

If you don't ask  
you don't  
get

Realise that you  
are never going  
to lose the deal,  
because you can  
always crumble

Instead of  
saying no, offer  
to trade

View the process  
as a game:  
be detached, and  
learn

Aim for a win/  
win, by  
questioning and  
then trading

Set your walk  
away point, and  
**NEVER**  
go beyond it

Prepare and then  
probe for their  
possible  
weaknesses,  
in order to feel  
stronger

Try to avoid  
opening first

Opening offers:  
open wide,  
and not with a  
round number

Move  
in small steps

Move by  
trading:  
"If you.... then  
I..."

Watch out for  
the nibble,  
and don't allow it