

NEGOTIATION MYTHS

- 1 The Objective is to WIN every negotiation
- 2 My opposer must lose the negotiation for me to WIN
- 3 The process must be different for different types of negotiations
- 4 Having the facts in my favor is the key to success
- 5 A fact is a fact
- 6 Every negotiation has a few key issues, each with a fixed value
- 7 Every negotiation has an absolute total value
- 8 To speed the process my first offer must be close to my objective
- 9 It is best to react to your opposer's proposals
- 10 Planning, before a negotiation, to use a tactic is unethical
- 11 It is important that my needs are met in every negotiation
- 12 In The United States we speak English