

Good for You, Great for Me

Finding the Trading Zone and Winning at Win-Win Negotiation

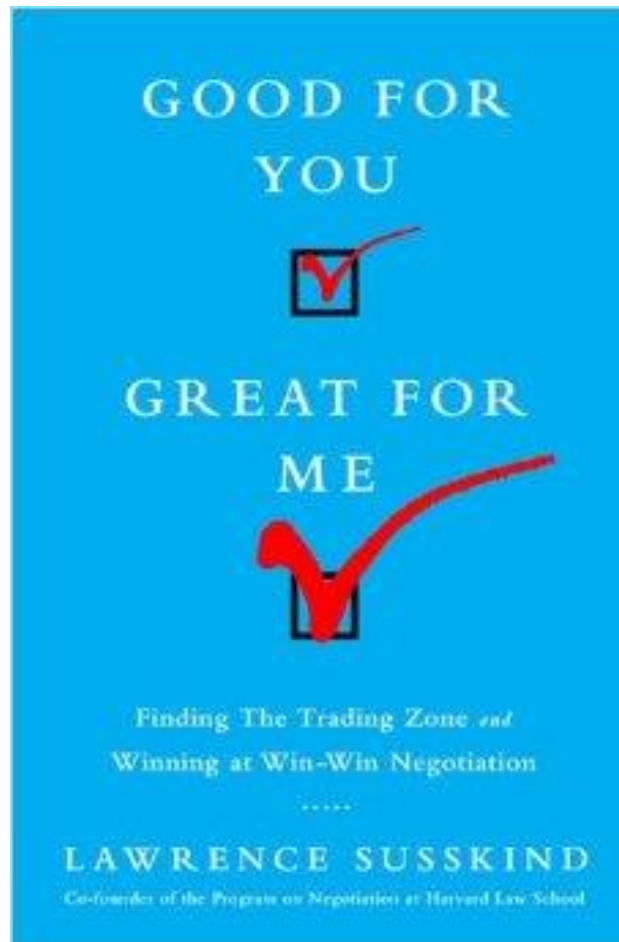
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GOOD FOR YOU GREAT FOR ME



SIX WAYS OF WINNING AT WIN-WIN NEGOTIATION

- **Lead them into the Trading Zone: Reframe Your Negotiating Partner's Mandate and Priorities**
- **Create More Value: Propose Packages That Are Good for Them and Great for You**
- **Expect the Unexpected: Use Contingent Offers to Claim More than the Other Side**

SIX WAYS OF WINNING AT WIN-WIN NEGOTIATION (continued)

- **Write Their Victory Speech: Help the Other Side Sell Your Best Deal to Their Back Table**
- **Protect Yourself: Insulate Agreements against Predictable Surprises**
- **Provide Leadership: Build Your Organization's Negotiating Capabilities**

FINDING YOUR SWEET SPOT

