**Video Title:** Negotiation Skills: 3 Simple Tips on How to Negotiate

**Video URL:** <https://www.youtube.com/watch?v=bgz2vNMTpxQ>

**Run Time:** 5:08

**Source:** Derek Halpern/YouTube

**Close Caption Available:**

Face-to-face negotiation tactics are presented on pages 56-59 of the textbook, and this video is mostly about such tactics. The presenter, Derek Halpern, says that he relies on “social triggers” for negotiation success. He says that his three tips will help you even if you hate negotiating. The first tip is to take the other person’s perspective, referring to the idea that you try to understand even why they are negotiating. A negotiating experiment with business students about purchasing a gas station divided the participants into three groups. The first group was told simply to go and negotiate; the second group was told to empathize with their counterparts; and the third group was instructed to engage in perspective taking. The third group outperformed the other groups by closing the dealing 79 percent of the time.

The second tip is to ask for much more than you really want. Later in negotiations, you can make sacrifices or concessions. The third tip is to never take responsibility for saying “no” during the negotiation. Instead, you can blame refusing an offer or demand on a third party, such as your boss. In this way you can be the good guy in the negotiation who really wants to help your counterpart, but your boss or some other third party is not cooperating. (This tactic is addressed in Chapter 7 about ethics in negotiation.)

*Questions for Thought and Discussion*

1. How much is the video in agreement with the tactic of “understand the other party’s perspective” described on page 55 of the textbook?

2. What does the video contend about the negotiation tactic, “be ready to compromise”?

3. With respect to asking for more than you really want, what key point is the video overlooking?

4. In what way do people selling vehicles make use of the tactic of never taking responsibility for “no”?

5. What is your evaluation of the professionalism of the presenter, Derek Halpern?