



## 3 Concession Rules for Winning Negotiations

by Alan Ovson

When do most negotiations fall apart? Yep, you know it! Right at the end after you have already invested a considerable amount of time and energy and when the other side starts asking for more of this or that.

Sound familiar? Most negotiations fall apart when concessions are asked for or demanded. Knowing how to plan, make, and ask for concessions is the crucial difference between winning and losing almost any negotiation.

Ideally, no one *has* to make a concession, but in reality most of us *do* make them. And when you do, it's essential to plan ahead. Having well thought-out, pre-planned concession options will not only take the "edge" off of the other side's asking but also give you confidence to ask for (and get) concessions of your own.

Here are three concession rules to follow:

### **RULE #1: Learn to Feel Comfortable Asking for Concessions**

Most seasoned negotiators I have worked with never fail to ask for a concession. Nothing ventured, nothing gained. Many negotiators get uncomfortable when asked to concede something when they thought the negotiation was almost over. Feeling comfortable asking for concessions enables you to productively and confidently negotiate when *you* are asked for concessions.

### **RULE #2: When You Give a Concession, Get One in Return**

If you are making a concession and the other side hasn't changed their position at all, you may quickly find yourself on the losing side of your negotiation!

If the other side asks you to make a concession, ask them what they are willing to give up so that you can agree to their request. They need to agree to "share" in the concession before you give up anything. The ideal is that both sides should feel that they are giving something up to keep the negotiation alive and moving forward.



### **RULE #3: Make a Concession Plan**

Plan ahead. It's amazing what an edge this can give you in a negotiation. The plan is simple: your goal is to find something you can offer the other side which has a perceived high value to them at a low cost to you.

This means you need to do your homework before making any concessions. Find out what the other side values and what their needs are. Negotiations are made up of many factors, so there are multiple areas where you might be able to satisfy the other side's needs without costing you much.

Experienced negotiators know how much power a concession plan can make in their negotiations. That's why they spend the time thinking about it, and that's why they are so good.

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Contact Ovson Communications today for information on how you can bring Alan Ovson and his expert negotiation advice to your next meeting.

Just for contacting Ovson Communications, we'll send you a FREE copy of Alan Ovson's 9-page Negotiation Quick Guide.