



## The most frequent mistakes in negotiations

- **Speaking too quietly.**  
Articulate what you have to say clearly and concisely.
- **Not listening carefully.**  
If you start thinking about an answer as soon as the person in front of you has spoken their first sentence, you will miss out on important information and this could very well lead to a misunderstanding.
- **Not looking directly at the other person.**  
This suggests a lack of self-confidence or even a lack of interest.
- **No agenda.**  
Talks that are not structured lead to vague results.
- **Not providing the negotiation partner with sufficient information in advance.**  
If your negotiation partner does not know what it's all about, he may feel at a disadvantage.
- **Indulging in lengthy self-portrayals.**  
Avoid showing off or lecturing. It is better to assume the role of a student than that of a teacher.
- **Giving the other person too much room.**  
Do not lose control of the meeting. Be proactive, repeatedly use specific questions to steer to your negotiation goal.
- **Revealing all you have to say at the very beginning.**  
Do not shoot your bolt straight away. Slowly reveal your trump cards, and keep your aces for as long as you can.
- **Ignoring objections. Do not try to cover up doubts.**  
Try to anticipate the other person's criticism ("You appear to doubt the results...") or ask about problems ("What's wrong about my point?").
- **Not including any leeway for negotiation.**  
Setting yourself a goal is a top priority for any negotiation meeting. But if you stubbornly pursue this goal, you may find the person in front also adopting a stubborn stance. Before you go in, think about how far you are willing to compromise and where your limits lie.
- **Firing off unconditional statements and killer arguments.**  
Unconditional statements, such as "every", "all", "always", "permanent", "ceaseless", "never" can put an end to any meeting.
- **Losing your composure.**  
Do not allow yourself to be drawn into making harsh statements when you are annoyed about the person in front of you.