

First Things First:

A Negotiation Method

Everyday, you negotiate. Within the family, in companies, in the public sphere, in international settings, **negotiation is present everywhere**. If handled well, it will help projects, reinforce social links, facilitate the settlement of conflicts and fasten decision-making. Knowing how to negotiate is therefore **an essential skill**. But if one is not born a negotiator, one can become a good one. Beyond instinctive practices, this book proposes a negotiation method which is both a general philosophy and a set of specific techniques. Going beyond the win/win theory, this method helps to **structure the negotiation sequence to make sure you do not forget the essential before doing the obvious**: preparation before action, value creation before value distribution, listening before speaking, managing emotions before solving problems, etc. Based on classical and contemporary theories, reinforced by the experience of thousands of hours of training and consulting, with many operational recommendations, this method will allow you to **do the right thing at the right moment**. You will reduce the risks of deadlocks and tensions, and multiply the chances of success. You will also enjoy your next negotiations.

The Authors

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