**Persuasion & Negotiation Techniques – top tips**

**What is persuasion?** - Being able to convince others to take appropriate action

**What is negotiation?** – Being able to discuss and reach mutually satisfactory agreement

**Negotiation**

1. Do your homework, know the big picture and what each party is wanting to achieve
2. Remember that your aim is to reach a jointly satisfactory agreement
3. No is a small word with big power - remember one or both parties may need to compromise
4. Listen affectively to the argument and be prepared to accept ideas
5. Identify common ground and mutual interests
6. Be assertive, not passive and not aggressive
7. Keep accurate notes
8. Set a deadline for agreement
9. Plan for alternative outcomes – this might not be what you expected
10. Summarise discussions and write it down and clarify your recommendations

**Persuasion**

1. Show interest on the needs of the other person – they are more likely to trust and respect you
2. Use positive language and positive body language – smile!
3. Address people by their name
4. Believe in what you are saying and argue the case with logic
5. Try not to be hesitant, be confident
6. Subtly compliment the work of the other party – ‘as I’m sure you are aware’
7. Have evidence for your argument – expert opinion if possible
8. Use non-verbal persuasion – photographs or diagrams.
9. Ask rhetorical questions
10. Repeat the key points to your argument