



Show Your Abilities

Why? Offering insights during negotiations demonstrates your expertise and knowledge of the issues.



Anticipate & Manage Questions

Why? Preparation makes you more confident. Thinking through potential questions arms you with ready responses.



Create Positive Associations

Why? When you lead with optimism, stress the positive, and spend more time on the good than bad, you generate greater desire to cooperate.



Share Past Success

Why? This sets the right tone and helps convey your ability to navigate difficult negotiations.

Gaining Influence Through the 8 Pillars of Competence

Stanford Professor Jack Nasher – founder of the Negotiation Institute – determined that possessing and practicing these eight “impression management” competencies confers advantage in negotiations.



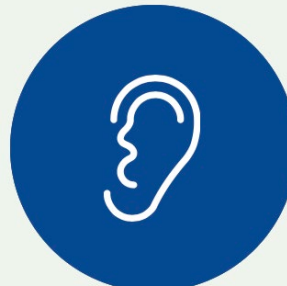
Communicate Clearly and Crisply

Why? Concise, clear speech gets your ideas across effectively, making you more persuasive.



Communicate Confidence Non-Verbally

Why? When you engage with eye contact and gestures, and you “lean in,” you demonstrate confidence and commitment.



Listen, Exhibit Tact and Courtesy

Why? Listening deeply, offering praise where warranted, and behaving courteously generates goodwill and an atmosphere of cooperation.



Be Professional

Why? Professional dress, behavior and speech convey respect for others. Professionalism also boosts your credibility and confidence.