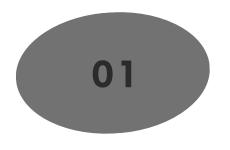
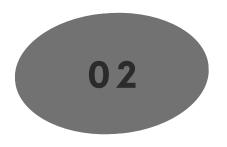
# MYTHS

## **ABOUT NEGOTIATIONS**



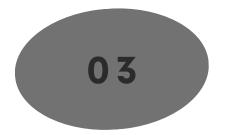
### **NEGOTIATIONS ARE ALL ABOUT WINNING**

Negotiations are not a zero-sum game where one party wins and the other loses. The goal is always about creating a mutually beneficial agreement. Both parties should walk away feeling satisfied with the outcome



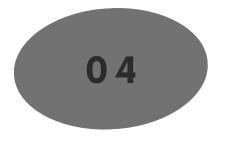
## **NEGOTIATIONS ARE ABOUT COMPROMISE**

While compromise is a crucial element of negotiations, it's not the only one. Negotiations are absolutely about creativity and problem-solving. Finding a solution that meets both parties' needs requires thinking outside the box and being willing to explore new options



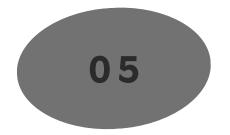
## **NEGOTIATIONS ARE ONLY FOR EXPERTS**

Negotiation skills can be learned and developed by anyone. If you can research, you can negotiate.



### **NEGOTIATIONS ARE ONLY ABOUT MONEY**

While financial considerations are undoubtedly important in many negotiations, they're not the only factor at play. Negotiations may involve non-financial issues such as work flexibility, membership perks, or relocation benefits.



## **NEGOTIATIONS ARE ALWAYS ADVERSARIAL**

Some negotiations may be adversarial, but many are not. In fact, negotiations often involve ongoing relationships between parties who need to work together in the future.