

MYTHS

ABOUT NEGOTIATIONS

01

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

02

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

03

NEGOTIATIONS ARE ONLY FOR EXPERTS

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

04

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.

05

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.