Negotiation Principles

Short term behavior has a long-term consequence.

If you fail to differentiate by your approach with clients and candidates, you will always be forced to differentiate by your price.

Easily won concessions are rarely valued and almost always result in additional demands. It is impossible to concede (cave-in) your way into a collaborative customer relationship

Team Exercise

What does this principle mean at work?

How do we potentially violate this principle with our candidates and clients?

How can we better leverage this principle with our candidates and clients?