

# **PSYCHOLOGY IN NEGOTIATION**

**TO KNOW AND UNDERSTAND INTERLOCUTORS IS ESSENTIAL**

**TO ESTABLISH A FRIENDLY ATMOSPHERE IS HIGHLY DESIRABLE**

**AVOID LIES TO KEEP CREDIBILITY AND REPUTATION**

**GIVE INCENTIVES TO ATTRACT TO NEGOTIATIONS**

**TAKE CARE OF PERCEPTIONS**

**PUT YOURSELF IN THEIR SHOES**

**DISCUSS EACH OTHER'S PERCEPTIONS**

**MAKE THEM PARTICIPATE EARLY IN THE PROCESS**

**FACE-SAVING**

**DO NOT UNDER-EVALUATE EMOTIONS**

**RECOGNIZE AND UNDERSTAND EMOTIONS, THEIRS AND YOURS**

**MAKE EMOTIONS EXPLICIT AND ACKNOWLEDGE THEM AS LEGITIMATE**

**ALLOW THE OTHER SIDE TO LET OFF STEAM**

**DO NOT REACT TO EMOTIONAL OUTBURST**

**USE SYMBOLIC GESTURES**