

The Negotiation Protocol

Never write anyone of as difficult, irrational, or impossible. Often these assumptions are incorrect. What it really is, is that we have a hard time to identify the motives and interests of our counterpart, and that is on us to break through. That is our job, to break through their barriers.



There is a lot of shitty information that call on us to divide people into categories and colors such as green, yellow, red or blue. These manuals on how to handle people are nothing more than dogshit in a Gucci-purse.

You are negotiating with individuals, not stereotypical characteristics. Zoom in on the individual, zoom in on the circumstances surrounding the individual.

Involve more people in the negotiation. Often, it's easy for people to act tough, difficult and unpleasant when it's only you two who are negotiating. It is often a mind-game of shifting the power to their favor. Next time try to involve more people in the negotiation. Both from your and your counterparts' side. Their behavior will be exploited to others which might make them a little less difficult.

"To handle yourself, use your head. To handle others, use your heart" / Eleanor Roosevelt

Difficult people

And how to handle them

You have probably met hundreds of them. The people who prefers competition over cooperation, who go on with the hard bargaining, demands and who does not seem to listen to a word your saying. In their world, they are the only ones who matters, and they couldn't care less about your opinion. They are just difficult! Or are they?

As a negotiation coach, my goal is to accelerate your negotiation capabilities, by focusing on core decision making challenges. Overcome complex negotiation scenarios and learn how to apply competitive and cooperative negotiation strategies to your negotiations.

Whether you are working for an organization, company or are just an individual looking to improve your negotiation skills, my approach will help you emerge better prepared for achieving more effective outcomes at the bargaining table.

To learn more, visit: www.johanthorell.se

JOHAN THORELL 
NEGOTIATION COACH