
Negotiating A Green Mindset

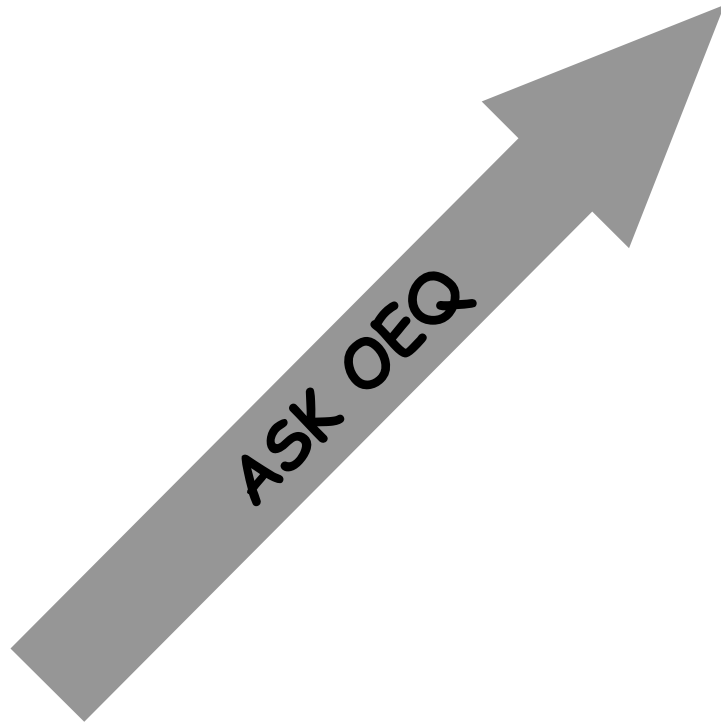
Moshe Cohen
The Negotiating Table
245 First Street, 18th Floor
Cambridge, MA 02142
(617) 577-0101
moshe@negotiatingtable.com
www.negotiatingtable.com

Positions vs. Interests

- How do you define success?
 - Are you looking to convince the other person to come to your positions? Why do you want what you want?
- Focus on satisfying your interests not selling your positions
 - Interests are the underlying objectives you are trying to satisfy through the negotiation. Make sure you know what those interests are before you engage the other party.
- You have an opportunity to meet your interests and to understand and satisfy the other side's interests as well.
 - Your job is to ask questions and understand the other party.

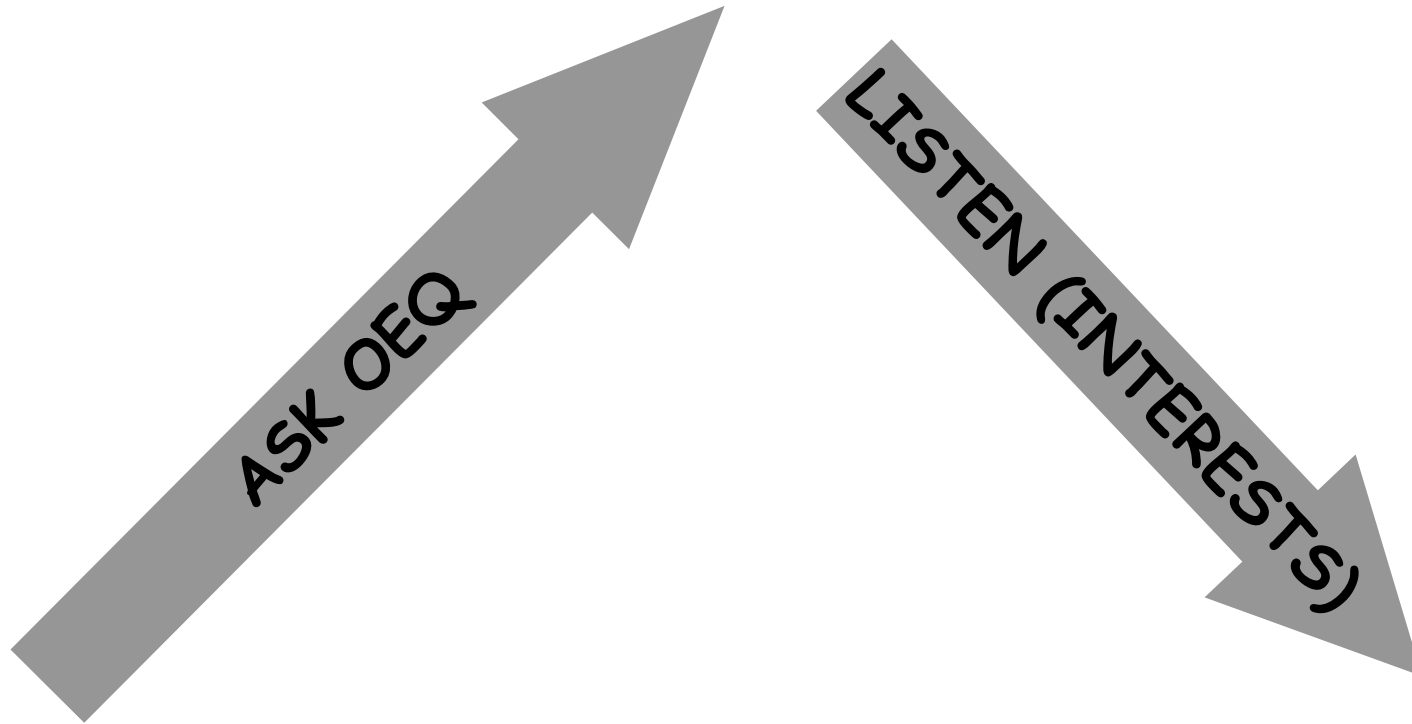
To uncover interests

Ask open-ended questions:



To uncover interests

Listen to what the other person is saying:



To uncover interests

Reflect what you heard back to the person:

