YOUR QUICK TOUR

Better agreements begin before the meeting

Everyday negotiation is a structured conversation about value, risk, timing, responsibilities and choices - not a contest of toughness.

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YOUR FINISH LINE

One prepared goal, one credible alternative, several tradeable items, one clear agreement and one respectful walk-away point.

01 / MEET YOUR GUIDE

Noor stops negotiating only on price

Fictional example: Noor, her design studio, supplier and negotiation are invented.



THE QUICK DISCOUNT

A print supplier asks for a higher rate on Noor's small orders. Noor demands the old price, then accepts a rushed compromise that creates late deliveries and rework.

THE BETTER AGREEMENT

She prepares several variables: order size, lead time, paper choice, payment timing and quality checks. They trade a monthly volume commitment for better pricing and a clear proof deadline.

THE LESSON

More variables create more ways to build value. A cheaper deal is not better if timing, quality or risk becomes unworkable.

02 / FOLLOW A REPEATABLE PATH

Use the four-stage negotiation map

The map keeps the discussion practical while leaving room for new information and creative trade-offs.

1 / PREPARE

Define goals, priorities, alternatives, evidence, authority, risks and the point where walking away is better.

2 / EXPLORE

Ask what matters to each side, why it matters and which constraints are real.

3 / TRADE

Exchange items conditionally. Move on several terms together instead of giving one-sided concessions.

4 / CONFIRM

Summarize the full package, check authority and document responsibilities, dates, exceptions and next steps.

FOUR-STAGE MAP

Prepare / explore / trade / confirm.