

Negotiate Effectively

Peter Harrington

28 March 2025

Enterprising
Futures at LSBU





SimVenture

Negotiate Effectively

Know how to make the most of all situations...

Peter Harrington – Entrepreneur in Residence at LSBU



SimVenture

Solving a Problem together





- 1. We don't prepare**
- 2. We don't listen**
- 3. We don't clarify**
- 4. We think short-term**



3-Phase – Prepare for any negotiation

- 1. What do you want ideally?**
- 2. What would you like?**
- 3. What must you have?**



- **What can you give that is great value to the other side but low cost to you?**



SimVenture

Don't get emotional

Boil over and you lose!

Stay rational throughout



SimVenture

Listen to Devon Smiley

FREE Resource

Listen to an Expert Negotiation Trainer

Startup Survival Podcast Episode - 2:13



SimVenture

That's all folks...

Have a great weekend...

Thank you