

*Thought for the day – 27*

**‘Shut up!’**

There is a great tendency in negotiations, as in other spheres of personal behaviour, to make speeches or give our point of view or set the scene. Although some of this is necessary, what we are often doing is:

- Giving the other person information which may be of use to them.
- Giving them time to think.
- Taking the pressure off them.

It is amazing just how frequently in negotiation people start speaking and then don't know when to stop. The damage done to your case by even one careless word can be irreparable.

It is considerably more powerful if you make your point with a few well-chosen words, rather than launch into a long premeditated speech – or, worse, an unpremeditated one!

© The author

*This thought has been taken from Eric's book 'Mastering Negotiations'. A master negotiator himself, he is our expert trainer on the subject – click [here](#) for details of one of his most popular courses.*

**TO DISCUSS YOUR TRAINING REQUIREMENTS  
PLEASE CALL 01582 469080**

<http://www.in-house-training.com>

Email: [info@in-house-training.com](mailto:info@in-house-training.com)