
Building Cooperation in a Negotiation

The level of cooperation is the degree to which you are willing to work with the other party. Your level of trust and power will determine cooperativeness. The more cooperative each party is, the greater the collaboration. Less cooperation leads to a more competitive style of negotiations.

Everything you do regarding trust, power and level of cooperation will have an impact on the relationship. If the relationship is important to you in the long term:

- Be more supportive
- Be more open
- Be willing to consider a wider range of options

You may need to "open high" with your position simply because it meets a business objective; however, you would want to justify this with the other side.

"Our asking price is the full list price. Since we only have two left, we have very little room to bargain."

"Due to our production schedules, we have a very tight turn around. For us to complete your request on time, I must have your final copy in ten days. I know this will be difficult for you, but we just don't have any leeway at this time."

TIP: *Although power will determine how you state and work with positions, trust is the ultimate factor in determining how cooperative or competitive you behave in negotiations.*