

# THE MASTER NEGOTIATOR

Your premier resource for strengthening your negotiation technique and providing negotiation training for your organization.

Tactic of the Week #51

January 6th, 2011



## Peter Barron Stark President

Peter and his team of expert negotiators train leaders, sales professionals and procurement specialists in the art of negotiation.

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## Tactic #51 - Putting It in Writing

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Summary: Putting the terms of the agreement in writing to ensure that both parties are on the same page.

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Whenever you and a counterpart reach agreement in a negotiation, you should be the one to put the agreement in writing. This gives you the opportunity to tie down any loose ends.

### Example

You agree to lease 4,000 square feet of office space for \$4,000 per month. As part of the deal, you agree to sign a two-year lease, and the building owner agrees to give you two months' free rent. After the handshake, you offer to put the terms in writing. Tying down the loose ends in your favor, you write:

- Two-year lease commencing January 1, 2011
- Price of \$4,000 per month for 4,000 square feet, on a gross basis, not triple net (The difference between these small words can add up to hundreds of dollars each month. On a gross rent, the landlord pays all extra costs, such as taxes, garbage removal, cleaning fees, etc.)
- Free rent for two months beginning with the January 1 move-in date (Some landlords like to put the free rent in the middle or at the end of the lease.)

### Counter

If the landlord does not agree with how you have tied up the loose ends in your written agreement, he should immediately write to you, explaining how he thinks the issues should be handled. If he does not respond immediately, he will lose tremendous bargaining power when the two of you reconvene at the negotiating table.

Do you have any negotiation questions? If so, then send them to us by hitting the "reply" button in your email window. We'll do our best to address them in upcoming issues.

*If you'd like to forward this issue to a friend or colleague, please click "forward email" below.*

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[info@everyonenegotiates.com](mailto:info@everyonenegotiates.com)

858.451.3601

11417 West Bernardo Court  
San Diego, California 92127

This tactic is one of 101 strategies and tactics featured in [The Only Negotiating Guide You'll Ever Need](#), by Peter Stark and Jane Flaherty.



11417 W. Bernardo Ct.  
San Diego, CA 92127

Phone: 858.451.3601  
FAX 858.451.3604

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