

WieseLaw Contract Studio Communiqué

-- The Value of Your Business is the Sum Total of its Deals --

Deal World Rule #6 – Laws of Behavior

There are certain laws of behavior that have become widely accepted over the passage of time. Knowing these laws and how to apply them can enhance your negotiation skills. Allow us to share a couple of our favorites:

The Law of Reciprocity. Simply stated, ***others will reciprocate in kind based upon the way you treat them.*** When you give and take in a negotiation, make sure you do so with this law in mind.

For example:

- Set up any concessions with a clear label and definition of what value you are giving up – this invites reciprocity.
- Create a deal culture that fosters a spirit of reciprocity at the outset – announce that you expect to create a fair deal for all parties.
- Make contingent concessions – I will yield on X if you yield on Y.
- Release your concessions over time, not all at once – hold some reciprocity ammo in reserve for future exchange.

These ideas are discussed by Deepak Malhotra in [Negotiation Genius](#).

The Law of Reinforcement. Simply stated, ***people learn to repeat behaviors that are rewarded.*** This works for good and bad behavior. Reward the behaviors you want to encourage, and not those you want to discourage. Some guidelines you could apply to your deals:

- Be the Change – Act the way you want to be treated.
- Quickly make the connection – Immediately praise desired behavior.
- Be Clear – Your reward should be clear and consistent, such as a nod, offering of an Altoid mint, open smile, eye contact, or a sincere thank-you or compliment.
- Reward behaviors, not moods or intentions – Don't get caught up in trying to reward an attitude of the other party, stick to behaviors.
- Ignore bad behavior – if that does not work, punish it.

Some of these ideas are discussed by Leigh Thompson in [The Truth About Negotiations](#).

Are you mindful of the laws of behavior during your negotiations? If so, congratulations. If not, start today.

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