



Engaging the Effective Negotiator Mindset

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Have you heard, said, or thought: “I hate negotiating!” or “I’m too nice to be a good or effective negotiator.” If yes, then it is time to reset, reframe, and engage the effective negotiator mindset.

Underpinning both statements is a preconceived belief about negotiations, negotiating, and importantly - the negotiator. Where did this come from? In her 2012 Forbes article, [“Why American Women Lose At Negotiation – And What We Can Do About It,”](#) Meghan Casserly observed that “anti-negotiation” anxiety plagues American women. Focusing on the “American” descriptor, she noted that U.S. consumers “regularly pay whatever price we’re quoted” and consequently they do not routinely bargain back and forth for goods and services. Because of this, Americans do not consciously practice negotiation. Lacking a foundation of daily practice, the article’s research revealed that in the U.S. only “26% of women feel comfortable negotiating compared to nearly 40% of men.”

To read the full article, please visit [WCR](#).