

## **Dealing with Difficult Tactics**

1. Play the aggressive strategy right back.
2. Ignore the aggressive strategy. Lead a change in the game by proposing objective criteria and principles that should be considered.
3. Ignore the aggressive strategy. Lead a change in the game by concentrating first on the interests of the Other and then on your interests.
4. “Name” the aggressive strategy of the Other and try to negotiate a change in the game by generating options, and concentrating on objective criteria and interest of all parties.
5. Propose a change in negotiators.
6. Go to your fallback position (your BATNA).
7. Go to your “micro-BATNA”.