

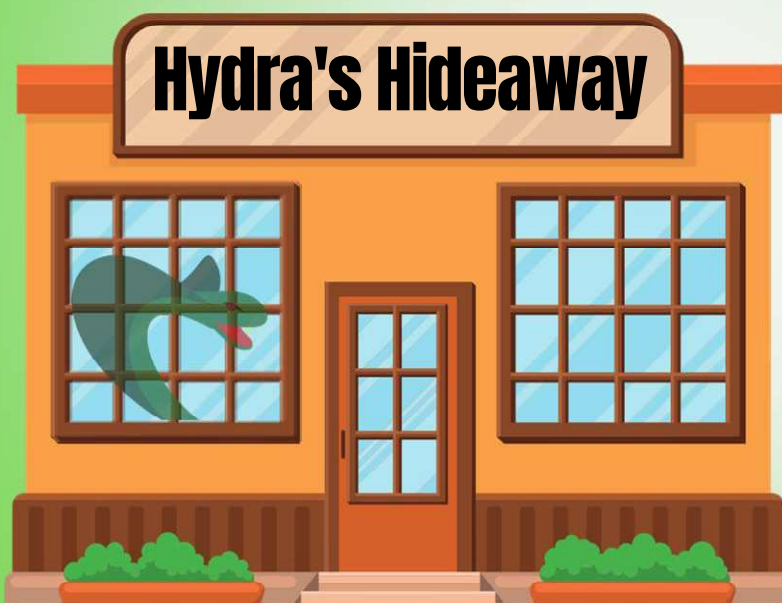
Negotiating with Difficult Counterparties



Led by Laura Frederick
Founder + CEO, How to Contract

1

Before turning to a life of destruction and chaos, Hydra operated a day spa that sold his proprietary hydrating moisturizer. Hercules wanted to become a reseller, but he'd never negotiated with anyone as awful as Hydra.



You got this,
Herc! Just don't
lose your head.

© 2024 How to Contract, LLC. All rights reserved.

2

PART ONE

Our Mindset and Approach

3



If Hydra reacted this way to our T&Cs, our negotiation is going to be rough.

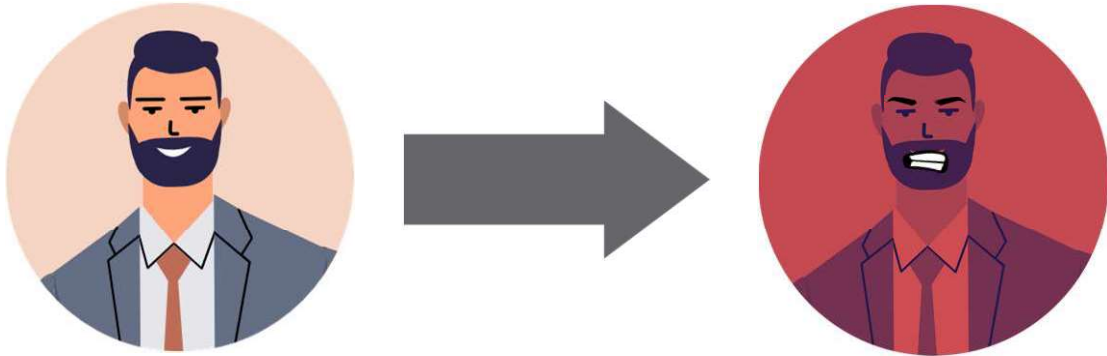
CONTRACT

You cannot make the other side agree with you, no matter how fair or reasonable your asks.

The illustration shows a pair of hands holding a white document labeled 'CONTRACT'. The document has several dark, claw-like marks on it. A thought bubble above the hands contains the text: 'If Hydra reacted this way to our T&Cs, our negotiation is going to be rough.' To the right of the hands, the text reads: 'You cannot make the other side agree with you, no matter how fair or reasonable your asks.'

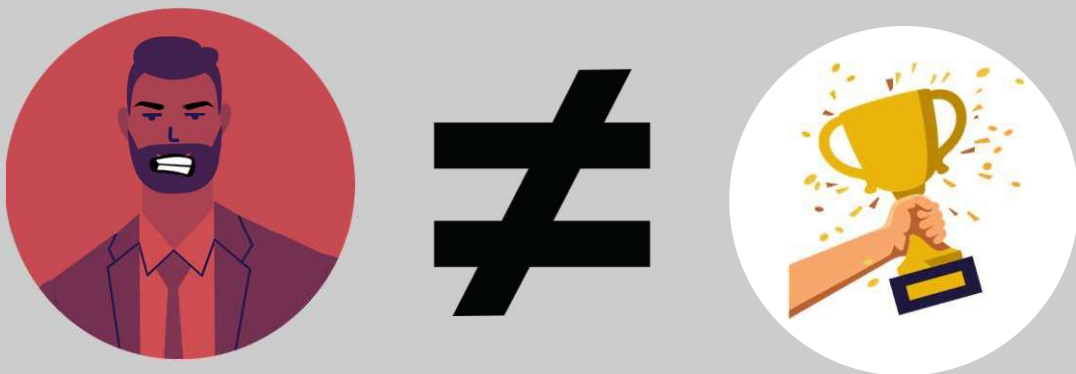
4

**Your frustration
leads to negative emotions.**



5

**Those negative emotions
interfere with your effectiveness.**



6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Techniques for Negotiating With Difficult Counterparties

First appeared as part of the conference materials for the 19th Annual Renewable Energy Law Institute session "Techniques for Negotiating With Difficult Counterparties "