



## **7 Principles for Women when Negotiating with Men**

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### **1. Don't Negotiate with Yourself**

Before stepping into the room, and often way before planning the negotiation, many women tend to second-guess their demands or make compromises — this is negotiating with yourself. According to the Schranner Concept, true negotiation begins with the other party, not in your own mind. When dealing with male counterparts, don't lower your ask or soften your stance preemptively. You undermine your position before the discussion even starts, often even during the critical preparation phase or when you are evaluating whether to negotiate or not. Bring your proposal to the table confidently, and let the negotiation happen in the room, not in your head.

### **2. Don't Overprepare**

Preparation is important, but overpreparation can backfire — especially when it becomes a shield against risk. Many women overcompensate with exhaustive research, trying to predict every move. The Schranner Negotiation Institute teaches that overpreparing often leads to rigidity, not strength. Men tend to negotiate more fluidly and assertively. To match that, prepare strategically: know your non-negotiables, be clear on your objectives, but leave space for tactical improvisation. Negotiation is a live conversation, not a script.

### **3. Send Power Signals**

Power is often communicated nonverbally — through posture, tone, pace, and presence. In negotiations with men, it's crucial for women to project authority from the outset. The Schranner method emphasizes conscious power signals: speak slowly and deliberately, make eye contact, avoid apologetic language. Physical presence matters too: how you enter the room, where you sit, and how you hold silence. These cues can shift the dynamic instantly. Power is often felt before it's spoken.

#### 4. Let the Lions Roar

Conflict is not failure — it's part of high-stakes negotiation. Many women are conditioned to avoid confrontation, especially in male-dominated environments. The Schranter Concept reframes conflict as productive. When tension rises, let it. Don't rush to smooth things over or de-escalate too quickly. Male negotiators often expect and respect assertiveness. Allow space for disagreement, even strong emotions. It's okay if the lions roar — stay calm, stay firm, and let the negotiation move through that phase. And most importantly, men typically enjoy a bit of power-gaming, bragging, boasting and/or making sure everyone knows how important they are or simply that they are very much there. Let them.

#### 5. Put the Fish on the Table

The Schranter approach urges negotiators to be radically transparent about key issues — to “put the fish on the table.” This means naming the real problems early, even if uncomfortable. In mixed-gender negotiations, women often delay direct confrontation of issues to maintain harmony. But avoiding the hard topics weakens your position. Address the elephant in the room with clarity and honesty. This demonstrates courage and maturity — and invites the other side to engage just as openly. Don't wait until the end to present the issue, as this would leave very little time for the negotiation to actually occur.

#### 6. Master Silence

Silence is a powerful tool — and it's often underused by women in negotiations. The instinct to fill awkward pauses or over-explain weakens your authority. The Schranter Institute teaches negotiators to use silence deliberately: to create pressure, signal control, or force clarity. In male-dominated settings, silence can be intimidating — use that to your advantage. After stating your ask or rejecting a weak offer, pause. Let the silence do the work. Don't rush to rescue the moment. If you feel squeamish or outright uncomfortable, take notes, step out of the room, but stay quiet.

#### 7. The Firefighter Uniform

This metaphor from the Schranter Concept is about allowing the other party — especially if they're “losing” — to save face. In a negotiation, especially with male counterparts, it's essential to understand the psychology of pride, hierarchy, and internal politics. The *firefighter uniform* represents a gesture of respect and empathy: you provide the other side with a dignified way to return to their team or organization, even if they've made concessions. It's not about letting them win — it's about helping them maintain credibility. For women negotiating with men, this move is strategic: it lowers resistance, preserves relationships, and makes future negotiations smoother.

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