

# First Offers & Anchoring

## Instructions

When doing the reading for this class, there are the two basic kinds of information you need to understand:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

*It is information of the second sort that will be our primary concern, since our most basic task is to evaluate the reasons and evidence that are offered to support accepting one possible position on an issue, rather than another.*

## Reading

Shell, G. R. (2018). Opening and making concessions. In *Bargaining for advantage: Negotiation strategies for reasonable people* (3rd ed., pp. 131–144). Penguin Books.

*Optional:* Peck, E. (2021, December 30). What do you think you should be paid? *The New York Times*. <https://www.nytimes.com/2021/12/30/business/salary-negotiation-pay.html>

## Questions

1. The most common question students have about negotiation concerns first offers.

According to G. Richard Shell, who should make the first offer and what kind of offer should it be? What reasons does he give to justify his position?

You might also read the optional article by Emily Peck, which talks about a related issue: what should you do when they directly ask you to make the first offer?

2. According to Shell, how should you make concessions during negotiation?

To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.