**The professor has seen this happen in real life negotiations and in class:**

**Observation #1:**



Most folks do not like conflict so they get all the easy items off the table and spend a lot of time talking about fun stuff like sports, family, and beer.

**Observation #2:**

 When there is pressure to wrap up the contract or to deal with a tough economic issue it is easier to just send an e-mail or text than to look someone in the eye and give them the bad news. Many think it is a fast and painless way to deal with a tough situation.

**Observation #3:**

 But it is not. Just think for a minute about how many times you have been involved in a misunderstanding because of a poorly worded text or e-mail.

**Observation #4:**

 Looking at the language and the numbers face to face (in a bargaining setting) may initially be difficult but in the end it leads to a clear and well drafted contract. Typically the more you meet face to face the easier it becomes for both sides to settle the contract. You learn a lot about a person by watching their body language and listening to their voice. This is valuable information that you are not going to learn from an e-mail or text or cell message. At least for now, contracts are settled in the real world between real people talking to one another in real time (or maybe on ooVoo).