

NEGOTIATION PREP SHEET

1

GOAL

- Identify specific scenario that represents the best-case. It should be optimistic, reasonable and clearly defined
- Discuss goal with a colleague for input.

2

6:1 RATIO (Minimum)

- 6 - Accusations Audit
- 5 - "Asking Labels" - An upward inflecting, inquisitive Label
- 4 - "What" questions
- 3 - "How" questions
- 2 - "No-Oriented" questions
- 1 - Summary
- 1 - "Why" question (POL)

3

CAVIAAR MINDSET

Curiosity ▶▶ Assume you have something to learn. Minimize negative emotions in your brain

Acceptance ▶▶ Accept the fact that you will get triggered

Vent ▶▶ Vent to someone you trust

Identify ▶▶ Counterpart's Negotiator Personality Type (Assertive, Analyst, Accommodator)

Accusations Audit ▶▶ Prepare judiciously

Remember ▶▶ The issue is the adversary, not the counterpart

4

NEGOTIATOR CONFLICT PERSONALITY TYPES

What is likely to be a counterpart's type?

**ASSERTIVE
ACCOMMODATOR
ANALYST**

What is your type?

5

SUMMARY

A couple of sentences about the known facts that have led up to the negotiation.

6

CALIBRATED QUESTIONS TO REVEAL VALUE AND OVERCOME POTENTIAL DEAL KILLERS

To reveal value:

How is that worthwhile?"

"How does that affect things?"

"How does this fit into what the objective is?"

6

(Cont.)

CALIBRATED QUESTIONS TO REVEAL VALUE AND OVERCOME POTENTIAL DEAL KILLERS

To identify the DEAL-KILLERS

"How will/does this affect the rest of your team?"

"What do your colleagues see as their main challenges in this area?"

To identify & defuse DEAL-KILLING issues

"What is the biggest challenge you face?"

"How does making a deal with us affect things? • What happens if you do nothing?"

7

LABELS TO USE FOR RESPONSES TO CALIBRATED QUESTION

"It seems like _____ is important"

"It seems like you feel my company is in a unique position to _____"

"It sounds like you are worried that _____"

8

NON-CASH OFFERS

List of non-cash items possessed by your counterpart that would be valuable to you.

What could they give you that would make you do this for free?

9

RULE OF THREE

What and how questions to "test" the strength of the agreement and increase chances of follow through.

"What are the next steps?"

"How will I know we're on track?"

"What should we do if we find ourselves off track?"