

# Negotiating Cheat Sheet

## Executive summary (3 facts that have led to this negotiation):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Background info about your counterpart:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Unearthing deal-killing issues:

- What are we up against here?
- What is the biggest challenge you face?
- What happens if you do nothing?
- What does doing nothing cost you?

## Follow-up labels:

- For me ...
- it seems like \_\_\_\_\_ is important.
  - it seems like you are worried that \_\_\_\_\_



## Challenge requests by:

- Definitions: "How would you define ...?"
- Examples: "What would be an example ...?"
- Facts: "Can you give us more background info about ...?"

## 2 non-cash items:

- | ... of yours | ... of your counterpart |
|--------------|-------------------------|
| _____        | _____                   |
| _____        | _____                   |

## "No" is not the end – It's a starting point:

- "We are not yet ready to agree."
- "You are making us feel uncomfortable."
- "We do not understand."
- "We don't think we can afford it."
- "We want something else."
- "We need more information."
- "We want to talk it over with someone else."

*Nein = Noch ein Impuls notwendig*



## Last but not least:

- Stay on the other one's island.
- Humour and humanity



## Targeted questions revealing value:

- What are we trying to accomplish?
- How is that worthwhile?
- What's the core issue here?
- How does that affect things?
- What's the biggest challenge you face?
- What does this fit into your objective?



## MOAQ: "How am I supposed to do that?"

## Labels:

- It seems like \_\_\_\_\_ is valuable to you.
- It seems you don't like \_\_\_\_\_
- It seems like \_\_\_\_\_ makes it easier.
- It seems like you're reluctant to \_\_\_\_\_

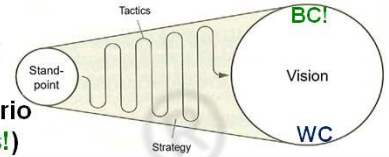


- WAIT
- Slow.It.Down.
- Listen actively and attentively.



- Pacing
- Mini-encouragers: "Yes", "OK", ...
- Mirroring
- Labeling
- Summarizing = Mirroring + Labeling

Your worst and best case scenario (your focus!)



## Your BATNA



## "Behind the table deal-killers":

- How does this affect the rest of your team?
- How onboarded are the people not in this call?
- What do your colleagues see as their main challenge in this area?

## Is "Yes" real or counterfeit? → Litmus test

- Open questions: "How ...?"
- Labels: "It seems ..."
- Interim summaries: "In a nutshell, ..."

## The graceful exit:

- "Thank you for ..."
- Summary
- Opening the 3 doors:
  - "From my point of view ..."
  - "At this point of time ..."
  - "Under these circumstances ..."
- Farewell

