

Negotiation Cheat Sheet

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

- _____
- _____
- _____

Background info about your counterpart:

- _____
- _____
- _____



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?

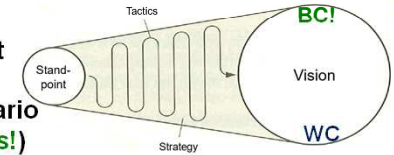


MOAQ: How am I supposed to do that?

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 _____.

Your worst and best case scenario (your focus!)



Your BATNA



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 _____.



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



"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?

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 |
| ▪ _____ | ▪ _____ |
| ▪ _____ | ▪ _____ |



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

"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**



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

