

# Negotiating Canvas

Inspired by *Never Split the Difference* - Negotiating strategy by Chris Voss

Project:

Date:

**"When the pressure is on, you don't rise to the occasion; you fall to your highest level of preparation"** - Chris Voss

## The Goal

- Extreme best scenario, be flexible for better as you discover BlackSwans.
- Don't aim low, even if it feels safer.
- Optimistic & Reasonable.
- Articulate it clearly.
- Socialize it.

Goal:

**Use odd numbers**

100% of Goal + Token:

\$

95% of Goal:

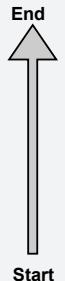
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85% of Goal:

\$

65% of Goal:

\$



## Summary

- Known facts that led up to the negotiation.
- Get a "That's right!" response.
- Why are we negotiating?
- What / Why do they want.

Summary:

## Labels / Accusation Audit

- Concise accusation list, add 3-5 labels to each.
- Anticipate how your counterpart thinks about you.

Accusation:

Labels:

Accusation:

Labels:

Accusation:

Labels:

"It seems like.... Labels:

is valuable to you.

You don't like...

Labels:

Labels:

would make it easier.

You are reluctant to...

Labels:

## Calibrated Questions

- Open-Ended, How, What, When, Where.
- Reveal value to your counterpart.
- Identify deal killers, 3rd parties.
- What is making them want what they want?
- Discover motivations, worries.
- Prepare follow-up questions.

Calibrated Questions:

## Non-Cash Offers

- From them to you.
- From you to them.
- Valuable but low cost, tokens.

Non-Cash Offers:

**Mirror 3 last words. Prepare for surprises. Don't commit to assumptions, use hypothesis. You / them don't have perfect information. S l o w - i t - d o w n. Put a smile. Use The Voice. Label their fears. Master NO. NO means many things. Every No gets you closer to Yes. Bend their reality. Don't leave money on the table. Time's your ally, resist anxiety. Let the other guy go first, love the anchor. Guarantee execution. Control your emotions.**

**PAUSE -> THINK -> CALM. Discover BlackSwans to gain leverage.**