

Negotiation Prep One Sheet

(adapted from Never Split the Difference, Chris Voss)

1-The Goal

State your clearly-defined optimistic but reasonable goal.

2-Summary

Write a couple of sentences that summarize the situation in a way that should get your counterpart to respond with "That's right."

3-Labels/Accusation Audit

Anticipate your counterpart's likely feelings about the situation. Prepare labels to use.

- It seems like _____ is valuable to you.
- It sounds like you don't like _____.
- It looks like you value _____.
- It seems like _____ makes it easier.
- It seems like you're reluctant to _____.

4-Calibrated Questions

Prepare calibrated questions to reveal what is important to your counterpart.

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

Prepare questions to identify the motivation of those behind the scenes.

- How does this affect the rest of your team?
- How on board are the people not in this meeting?
- What do your colleagues see as their main challenges in this area?

5-Non-cash Offers

Prepare a list of non-cash items your counterpart has that would be valuable to you.