

# WHY NOT ASK?

## SIXTEEN WAYS TO GET MORE



Not every deal will be right for you. It is important to know when to walk away from a negotiation.



Listening is a full contact sport. Listen intently so you better understand your counterpart.



Stop trying to 'win' your negotiations. Instead, create more value for both parties involved.



Be curious about yourself, your counterpart, and the situation you are negotiating.



If your counterpart is reacting poorly, be patient. A boiling pot will run out of steam.



Stop answering your phone, let it go to voicemail and give yourself time to prepare.



Know that the hardest negotiations are the ones that happen between your ears.



You enter a negotiation with 2 things, your humanity and your life experiences.



Prepare ahead and research everything. Information is crucial for a negotiation to be effective.



Have an advisory board, even if it is your cat. That way you have someone you need to report back to.



Control your emotions. Getting angry or upset is ineffective in getting what you want.



Agree to a process and set an agenda. Good organization can keep tough deals on the table.



Sometimes you need to 'poke the bear' to get a different kind of response.



Except in sex, no is an invitation to ask a different question.



"Why?" is the most ineffective question you can ask in a negotiation.



Treat time as a strategic resource and use it to your advantage.



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