



5 Things

You Need to Know to


Negotiate Successfully

1.



ASK

Questions!



**The negotiation doesn't
really begin until
someone says "No!"**

What's the risk in asking a question?

You'll never get anywhere if you don't ask!

As long as everyone agrees you aren't really negotiating.

You'll only gain!



Always ask questions!

A question won't cost you a thing.

The negotiation begins with the first "no." Everything you agreed on to that point is already yours.



That first "no" is when you no longer get everything you ask for, but does that mean you won't at least get some or part of what you wanted?

Even part is more than none. What's the harm in asking?

2.



Start
HIGH!

A blue-tinted background image showing a close-up of a bicycle chain and gears. The chain is in the foreground, and the gears are visible in the background, creating a sense of motion and mechanical precision.

**Set a high
initial target!**

Studies show that people are happier when they feel like they achieved something too.



Start
High!

Start high!

Your negotiation partners will naturally feel better if they feel like they pushed back, and that's good for business!



When they agree to your terms too quickly, they often begin to regret their move, thinking maybe they acted too rashly. They could have gotten more! That handshake was premature! Even a short negotiation leaves both sides feeling like they succeeded.

3.



It's never about
the money!

A close-up, blue-tinted photograph of a bicycle chain and gears. The chain is in the foreground, and the gears are in the background, creating a sense of depth. The text is overlaid on the image in a bold, white, sans-serif font.

**Find the motive behind
the motivation!
That's the true goal!**

“That’s too expensive,” is never really true. Price is all about need and availability.



Find the
motive.

Find the motive!

What is really important? What do they really want? What are they really talking about? What's their motivation?



If you want to take your friends to a playoff game today and we can deliver tickets by 4:00, then a \$100-200 surcharge is nothing. You want to impress your friends. That's the motive. That's what you're paying for.

4.



Clear your
head!



**It's all just in
your head!**

They'll never go for that!" We say it often, but never know for sure. Assumptions are at best half true and can kill our chance of success.



Free your
mind!

It's your opportunity!

Every assumption, regardless of how (apparently) true it is, unnecessarily hinders success.



Get rid of all those mental barriers! Ask your questions free of assumptions. "It'll never work," only limits your success.

Ask your questions. What do you have to lose?

5.



The
reason



**Always give
a reason!**

Studies show that our brains accept a request more easily when it comes with a reason, even a meaningless one.



...because
I need ...

The reason.

A good reason gets 98% acceptance. A meaningless one “only” 97%.

No reason gets a meager 40%.



„Could I get through?” (40%). “If I don’t get through now, I’ll miss my flight,” (98%).

“Sorry, I’m really in a hurry. Could I get through?” 97% will let you through, even though we’re all in a hurry!

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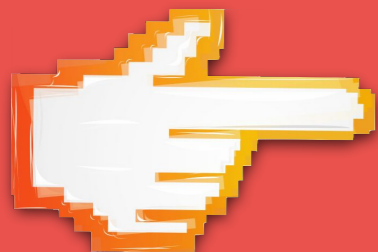
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