

HOW TO NEGOTIATE KIT **TACTICAL TOOLS TO WIN MORE** **BUSINESS AND MAKE MORE MONEY**

This 10-page hands-on guide is your blueprint for mastering negotiation with even the toughest clients. Backed by proven psychological frameworks, CEO tactics, and client-tested scripts, you'll learn how to ask the right questions, respond with confidence, and close high-value deals with ease.

HOW TO USE THIS GUIDE

Negotiation isn't about pressure, it's about perspective. This guide will equip you with practical frameworks and exercises to approach negotiation with **clarity, strategy,** and **control.**

You'll learn how to respond to challenging client questions, overcome pricing objections, and create win-win outcomes. Whether you're a freelancer, founder, or consultant, use this guide as your negotiation playbook.





THE MINDSET OF A SUCCESSFUL NEGOTIATOR

Great negotiators know that the conversation starts long before the deal is on the table. Adopt a mindset rooted in **confidence**, **curiosity**, and **control**. Learn to detach your self-worth from the outcome so you can negotiate from a place of strength.

Anticipate resistance as part of the process, not as personal rejection. Practice empathy and calm authority — people buy from those they trust.

MASTER THE SOCRATIC SIX

These are six essential, open-ended questions every successful negotiator should master. They help shift power, uncover true objections, and gain insight into the other person's needs:

01

What's most important to you in this decision?

02

What would make this a no-brainer for you?

03

What concerns do you have about moving forward?

04

What alternatives are you considering?

05

What does success look like to you?

06

What happens if we don't move forward?" Use these to explore, not defend.

PRICE OBJECTION PLAYBOOK

Clients will almost always ask about price. Be ready with **clarity, value framing,** and **confidence.** Avoid defensiveness or discounting out of fear. Instead, anchor your pricing in outcomes, not hours.

Offer tiered options when possible, and always bring the conversation back to results. Remember: **price objections often mask fear, not facts.**





NON-VERBAL POWER PLAYS

Much of negotiation is non-verbal. Your tone, body language, and pauses can be more persuasive than your words. Sit tall, make eye contact, and speak slowly when stating prices or terms.

Embrace silence as a tool, don't rush to fill the gap. Even in virtual meetings, **posture and tone project presence.**

COMMON CLIENT SCENARIOS + TACTICAL RESPONSES

Learn how to respond when a client says:

01

That's too expensive.

02

Can you do it for less?

03

We're talking to other providers.

04

We'll think about it and get back to you.

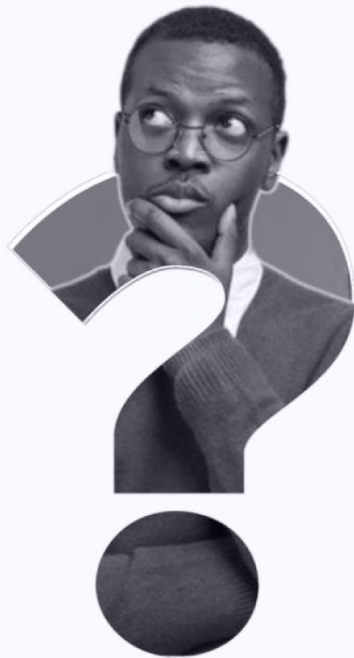
Each scenario includes a tested response template and what to say to shift the conversation back to value, not price. Use them to stay calm and steer the dialogue.

HOMEWORK ASSIGNMENT

1: RATE & REFLECT

Before your next negotiation, rate your confidence on a scale from 1–10. Then reflect: what parts of negotiation make you uncomfortable? What's your biggest fear? Write it down.

Self-awareness is the foundation of strategic negotiation. The more honest you are with yourself, the better you'll perform under pressure





ROLE-PLAYING EXERCISE 1: HANDLING PUSHBACK

Pair up with a friend, coach, or colleague. One of you plays the client, the other the service provider. Practice responding to price objections, stalling tactics, and scope changes.

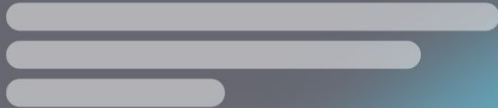
Record the session if possible and review what worked or felt awkward. The goal is to train calm, persuasive reactions in real time.

HOMEWORK ASSIGNMENT

2: OFFER DESIGN & ANCHORING

Create three versions of your service offer: a base tier, a **mid-range (recommended)**, and a premium. Practice stating your prices out loud with confidence. Write out how each tier delivers value. Anchoring your price with structure and reasoning reduces resistance and builds authority.

BASE TIER

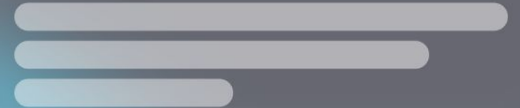


RECOMMENDED

MID RANGE TIER



PREMIUM TIER



THE CONFIDENCE CLOSE FORMULA

Use this simple formula when you're ready to close:

1. Recap the value
2. Reconfirm their goals
3. Present the offer clearly
4. Ask directly: "Would you like to move forward with this?" This framework helps you lead the close without pressure. Add final tips from high performers like **Elon Musk (be direct)**, **Oprah (listen deeply)**, and **Steve Jobs (simplify the message)**.

