NEVER SPLIT THE DIFFERENCE

Objective → To negotiate better in life.

PRINCIPLE 1

- people wants to be → understood & accepted
- negotiation → info gathering / behaviour influencing
  - commⁿ with results.
  ↓
  LISTEN TENTIVELY
- simple animal urge → I WANT
- conflict → inevintable → all relationship.
- In this world, you gett everything you ask for, ask correctly
- Observe → as much info as possible.
- Instead of thinking what you'll say next → focus on what other per have to say

PRINCIPLE 2

- Voices — late night DJ FM voice / +ve / playful → most of time → retain & smile while you talk.
  → direct / assurive
- Late night DJ FM voice (calm)
  inflet voice in down word way → Talking clearly & clearly → conveys 'you're in control'.
- MIRROR → repeat the last 3 words of talker
  ↳ everytime you do it → They REWORD what they say.
- Four Steps To Comfort someone → use late night DJ voice
  → start with 'I'm sorry'
- Quiet voice in your head → Mirror
  ↓
  focus on other person → what they've → Silence (& let mirror work)
  to say → Repeat.
- SLOW. IT. DOWN → going fast → mistake many negositvar makes

PRINCIPLE 3

- good negosiatun → instead of denying or ignoring emotions → identify & influence them.
- By watching & listening clearly → you can learn anything about person.
- Most Frustrating in any negotiation → feeling you're talking to someone who is not listening'
- EMPATHY → paying attention to another person → asking how are they feeling → understanding their world.
- LABEL → identify the emotion ↓ you want to highlight } start with: · It seems like...
  imagine yourself in their situation
  · It sounds like...
  · It looks like...
  ↳ Last rule → Silence → once a label is thrown → stay quiet.
- I → gits people guard up → if feels like you're more intrusted in yourself.
- Listen & acknowledge other's situation.

PRINCIPLE 4

- when you make mistake → acknowledge the other person emotion → labels each negative feeling ↓ replace by positive & compassionate solution based thought

eg → "Look I'm an asshole."

- Everyone has |Human Need| → to be |understood| & |appreciated|

- List the worst things other can say → say them before they can

- Everyone you meet urges → need to feel safe & secure
  → need to feel in control.

PRINCIPLE 5

- NO → gives speaker → feeling of (Safety) & (Control), (security) → (Trigger) it.
  ↳ creates (safe) havens → to get final |"Yes"| of commitment

- No → not an opposite of Yes → not a bad thing → |not a failure|.

- Good Negotiators — |Starts with no| → do you've few min to talk ? ✗
  ↓ (solid)   is now a bad time to talk ? ✓
  every ! No' gets closer to a 'Yes'.

- way of saying no → mislabel other party's emotion.
  ↳ ask the party what they don't want.   ↳ say → what you know is completely wrong.

- EMAIL : TO NEVER GET IGNORED : Have you given up on this project ?

- A smile & nod can also say "Get me out of here" & nice to meet you both.

PRINCIPLE 6
→ better than Yes

- "That's right" → leads to best outcome → make it come out of their mouth
  ↳ hearing "You're right" — Disaster.

- Use (Summary) to trigger that's right
  ↳ label combined with paraphrasing → good summary.

- Natural tendency to rush → (deadline) → good negotiators → force themselves to resist this urge.

- "No Deal is better than a Bad Deal"

- |Hiding deadline| → ✗ → for better deals → Tell counterpart your deadline

- FAIR   " we just want what's fair "
         " we have given you a fair offer " } manufacture.
         " I want you to be treated fairly ".

  when used against you → label : "Fair ?" — follow by → It seems like you've evidence that supports that .

PRINCIPLE 7

- "offer a range" always better → expect them to come to (lower end).
- People seek to avoid loss → than to realize gain.
- Interview ask : "what does it takes to be successful here?"
- |ODD Number| → gives them → weight of thoughtful (calculation)
- universal rule of universe → when someone (gives) you something
  - engage → 'how' ↳ asks for help. They expect something in (return)
- |How questions!| They wont give you anything → if you didn't pay them back.
- Gain upper hand → giving them the |illusion| of |control|
  - ↳ by asking calibrated question
- Instead telling → 'what you need' → |ask for suggestion| of clerk
- ASK calibrated ques → How, what, (sometimes why.
  - ↳ Avoid → (can), (is), (are), (do), (does) → (avoid) closed ended question.
- Why did you do it ? → what caused you to do it ?   yes   no
  (Harsh)   (non harsh)   as answers!

PRINCIPLE 8
- when you're attacked in negotiation → |bite||your||tongue|
  ↓
  Pause. Think. Let the passion dissipate.
- when you're verbally assaulted → |do not| |counter||attack| → disarm them by asking calibrated ques.
  counterpart feels they're treated with respect.
- No → X, How → ✓ }
- "How am I Suppose to Do That ?" → instead of No.
  ↳ tone of voice → imp here → it can be delivered as → accusation / request
- How? How am I suppose to .... ? How do we know.... ?
  How can we....? } → Treat jerks with these how ques.
- |Manipulative| Adversary| → repitative series of (what) & (how) question.
  ↖ outcome.

7-38-55 rule –

- 7% of message based on → words.
- 38% of message based on → tone of voice
- 55% of message based on → speakers body language & face.
- body language & tone → most (powerful) (assesment) (tool)

PRINCIPLE 9

- pay close attention → words & body language → if they dont align
  - when this happens → use (labels) to discover more
- **RULE OF THREE** → not sure if opposion is true / commitment →
  - no. 1 → when they agree / create commitment
  - no. 2 → label or summarize what they said } → 3 times reveals falsehood.
  - no. 3 → ask calibrated ques.
- Liars → use more words then truth tellers → use far more third person pronouns → him, her, it, one, they (than) (I)
- **Humanize Yourself** → use your name → Say it in → Let them enjoy
  - to Intro yourself → fun, friendly way → the Interaction
- To Say No → start with → 'I'm sorry ...' → builds empathy

PRINCIPLE 10
. Get ready to take punch.
- Anger → to be effective → have to be true } reduces our ability to think.
  - ↳ "I'm sorry but that dont work with me".
- wants counterpart to be unproductive: Say "I feel — when you — because —"
- 'Never create an Enemy" → person across the table is not enemy → unsolved issue is.
- We like $1.99 then $2.00.
- find leverage → where does your counterpart want to gain & what do they fear loosing?
  - ↳ You control what they want
- we (trust) people → who are more like us, (similar) or (familiar) to us
- always works: "Have you given up on finalizing our deal?"
- GET FACE TIME
- Dont avoid → (honest), (clear) conflict.