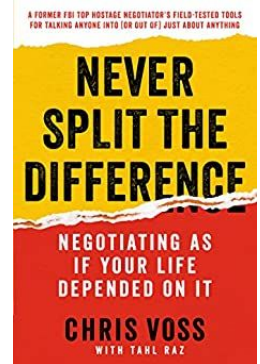




DODReads - Back page notes

By John Laney

Never Split the Difference: Negotiating as if your life depended on it By Chris Voss & Tal Raz



Principles:

- Start with the universal premise that people want to be understood and accepted
- We trust people when we view them as being similar / and distrust them when different. (This is not a statement of how we SHOULD behave; rather a statement of how we DO behave.) Therefore prioritize finding areas of areas of similarity; even clubs, schools, or TV shows...
- To get real leverage you must convince them that they have something concrete to lose if the deal falls through
- Creative solutions are always preceded by risk annoyance and conflict.. In other words things must get tough before people are willing to get creative.

Techniques

- Negotiation is a process of discovery; try and discover what they really want. Is it more money, or to save face with their wife.
- Low Anchor: "Really sorry, but I've got a lousy proposition for you"
- When you get stuck feel free to ask " How am I supposed to do that?" It will help both sides get creative.
- Anything followed with "Because" seems more reasonable.
 - "Firemen need \$2000 Boots BECAUSE they save lives"

The first step in negotiation mastery is to get over your fear of negotiating.