

**Trigger the Two Words That Immediately Transform Any Negotiation (Chapter 5)**

The Main Point: How to gain \_\_\_\_\_ to \_\_\_\_\_.

Two most powerful words in any negotiation are \_\_\_\_\_.

How to trigger That's Right:

- Create a \_\_\_\_\_ by figuring out how your adversary arrived at his position.
- Use all the tools of effective \_\_\_\_\_, minimal \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
- Build to a well-crafted \_\_\_\_\_.

\_\_\_\_\_ + \_\_\_\_\_ = Summary

- Paraphrase: re-articulating the \_\_\_\_\_ of what is said in \_\_\_\_\_.
- Labeling: acknowledging the \_\_\_\_\_ underlying the \_\_\_\_\_.
- The world according to your \_\_\_\_\_.

Worst answer in any negotiation is \_\_\_\_\_.

- Politely wraps up a \_\_\_\_\_ without being on the \_\_\_\_\_.

Using "That's Right" to Make the Sale (example on page 107)

Using "That's Right" to Ask for a Promotion (example on page 109)

**ACTION STEP: Practice writing a solid summary from a recent conversation.**

Consider what labels and paraphrasing would lead to a "That's Right" response.

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## Bend Their Reality (Chapter 6)

The Main Point: How to \_\_\_\_\_ what is \_\_\_\_\_.

Variables that can be leveraged to change needs and expectations:

- Fear of \_\_\_\_\_: make \_\_\_\_\_ your ally
  - \_\_\_\_\_ deal is better than a \_\_\_\_\_ deal.
  - Be \_\_\_\_\_.
  - Share your \_\_\_\_\_, be flexible and focus on the \_\_\_\_\_.
- Power of \_\_\_\_\_ numbers
  - Less round numbers sound more \_\_\_\_\_. Avoid numbers ending in \_\_\_\_\_.
- Misunderstood relationship to fairness (p.125)
  - \_\_\_\_\_ move: Designed to rattle negotiator.
  - Nefarious \_\_\_\_\_: Jab meant to distract.
  - Positive \_\_\_\_\_: Sets the stage for honest negotiation.

## Six Step Process to Bend Their Reality

1. Anchor their \_\_\_\_\_.
  - a. \_\_\_\_\_ to acknowledge their \_\_\_\_\_.
  - b. \_\_\_\_\_ their loss \_\_\_\_\_.
2. Let the \_\_\_\_\_ go first...most of the time.
  - a. Consider how well you know your \_\_\_\_\_.
  - b. Consider how well you know the \_\_\_\_\_ of what you are negotiating.
3. Establish a \_\_\_\_\_.
  - a. Low number higher than your goal.
4. Pivot to \_\_\_\_\_ terms. \_\_\_\_\_ helps.
  - a. High offer = offer things that are important to them.
  - b. Low offer = ask for things that matter more to you than them.

5. Use \_\_\_\_\_ numbers.
6. Surprise with a \_\_\_\_\_.
  - a. Sparks \_\_\_\_\_.

**Two Key Points**

- The \_\_\_\_\_ of anything depends on what vantage point you are looking at it from.
- Make sure your counterpart sees that there is something to \_\_\_\_\_ by \_\_\_\_\_.

Negotiating a Better Salary – Example on p. 135

**ACTION STEP: Craft your version of a positive response to establish fairness.**

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**Author's example:** "I want you to feel like you are being treated fairly at all times. So please stop me at any time if you feel I'm being unfair, and we'll address it."