

YOUR PERSONAL
NEGOTIATING
Blueprint

**20 Questions You Simply
Must Ask Yourself**



Chris Lang

Negotiation

The Art of Getting Exactly What You Want



THE ART OF GETTING EXACTLY WHAT YOU WANT

Framework for a Great Deal

NEGOTIATION can be very easily broken down into its component parts ... once you understand what is really going on.

There are 20 Questions you need to answer — which (when taken together) will help you fully grasp everything involved.

And these questions will help ensure you are thoroughly prepared. As they will also serve to remind you of the key things you should watch out for "at the table".

Anyway, here is what you should establishing — both before (and during) any negotiation.



ARE YOU ...

1. Pursuing what you REALLY Want?

Never enter a negotiation until you have a clearly defined outcome in mind. Be sure to write it down concisely; and then make it the focal point of your prep-work.

2. Researching your Opposition?

This is very important. Learn as much as you can about whom you're up against. Try to discover what it is they want ... their strengths and weaknesses ... even their likes and dislikes.

3. Preparing Thoroughly?

And that means ... Point by Point.

It's important to do your homework on the property, the market and the neighbourhood. You do not want to be fumbling for papers — looking for statistics or sales evidence. Instead, you need to focus on the deal; and have everything at your fingertips.

4. **Considering Method and Timing?**

Wherever possible, start your negotiation face to face. Because, it's always easier for them to say "NO" over the phone, or by letter.

Furthermore, Master Negotiators will always initiate the "process" — to gain the advantage of both preparation and timing.

5. **Achieving Early Agreement?**

Try to get minor agreement on one or two points, early in the negotiation. Even if it's just the recognition of a potential problem.

For example: "I think we can now agree we have an issue with _____, so let's find a way to resolve that?"

6. **Exploring Constraints & Flexibilities?**

Discovering the cards held by the other side can be invaluable. Some of their constraints may be immovable; but you may find some issues to be reasonably flexible.

Likewise, examine and understand your own constraints and flexibilities.

7. **Adopting a Reasonable Attitude?**

In many negotiations, you end up forming a relationship with the other side — and this needs to be mutually beneficial. Therefore, recognise and acknowledge their constraints and desires ... just as you expect them to recognise yours.

8. **Listening Carefully?**

As you can appreciate ... listening is actually quite different from merely hearing, whenever someone speaks to you. Make sure that you fully understand what is actually being said; but more importantly ... WHY it's being said.

Obviously, these first 8 Questions are only the start of the prep-work needed for a successful Negotiation. However, with the full list of questions, you will then have a complete framework to refer to — every time you enter the fray.

You've already made a good start by scoping the first 8 Questions you need to keep asking yourself ... as part of your prep work for each Negotiation.

So let's continue on from where we left off — here your next 6 Questions.

And you will recall that before (and during) each negotiation, you need to be asking things like:



ARE YOU ...

9. **Offering Solutions?**

You need to understand that it's certainly not one-way traffic. Part of your role is to come up with solutions.

In every negotiation, you ought to try making a guess as to what objections, issues, and problems the other party is going to come up with. Because, once you do that ... you can propose alternatives, solutions, and flexible outcomes that they may well not have even considered.

10. **Properly Anticipating?**

What you're trying to anticipate here are the other party's ... reactions, objections, and responses.

For each possible objection or reaction, list what you might be able to use as a response. Try and come up with alternatives and examples, to counter the other party's potential negatives.

11. **Seeking out Win-Win Resolutions?**

When it's all said and done ... Negotiating is really nothing more than give and take by both parties.

What you're seeking to do is trade your least important items, for those that will really help you achieve your desired outcome.

12. **Proposing Options, NOT Ultimatums?**

You should only use an ultimatum as a last resort — only when you can back it up and carry it through, and the other side knows that.

Even then, you are probably better to seek options and alternatives, which will lead to a positive outcome for both parties.

Whenever the only answer simply is YES or NO ... someone has to lose.

13. **Staying with the Big Picture?**

Don't allow yourself to end up debating just ONE point or issue. Because, to resolve that single issue ... will again require someone to lose.

To achieve your desired outcome, always make sure you have a number of Variables under negotiation — all at the same time.

That way, you can float 'trial balloons' simultaneously — in an attempt to trade what are minor issues for you.

14. **Adopting Persuasive Rationale?**

Think about what you need to do (or say) to logically convince the other side — without the need for confrontation.

You might not necessarily win every point; but they will have difficulty finding flaws in your logic. Whenever they are ambivalent on a point that's important to you ... your logic will win the day.

You're now about 70% of the way through the various steps you need to undertake for a successful Negotiation.

After the next segment, you will then have the complete framework to refer back to. Then this will ensure you're always on track, throughout every encounter

So far, you've been quietly working your way through the first 14 Questions ... as part of your overall Framework for each Negotiation.

And now, these final 6 key Questions will tie everything together ... and help ensure your success.

So, here's what you should also be exploring.



ARE YOU ...

15. **Remaining Professional?**

You simply can't afford to lose your temper ... and still retain respect, from the other party.

People can be insulting, and it is all too easy to respond aggressively. But sometimes they're just doing that to test you, or your patience. So you may simply need to suggest adjourning the negotiations ... to give them a chance to regain their composure.

If it is a genuine outburst on their part, they can cool down. And if it's merely a ploy ... then, they're going to look rather stupid.

16. **Aware of the Benefits & Consequences?**

You need to try and understand the benefits and consequences for each party in the Negotiation.

Only then, can you properly decide when (and how) to make any concessions; also when (and how) to stand firm, with your own needs and requests.

17. **Employing the Power of Silence?**

Work on becoming comfortable with silence. Because, most negotiators feel the need to jump in with some comment, whenever there is an awkward pause in proceedings.

But, whenever the answer to your question will actually commit the other party ... say absolutely NOTHING more. Otherwise, all you'll get is further conversation.

18. **Avoiding on-the-spot Decisions?**

Never commit on a major point, unless you are quite sure of your answer and you're on solid ground.

No matter what the pressure ... all you need simply say is:
"I may need to sleep on that, I'll get back to you tomorrow".

19. **Considering the Telephone?**

By choice, negotiations should commence face-to-face.

However as things progress, you'll sometimes find more progress can be made by phone — because it takes out all the emotion, and allows you to simply focus on the rational items, rather than any personal issues.

20. **Documenting the Final Agreement?**

Sadly, too many people leave the Negotiating table with only a handshake. A short summary (by way of "heads of agreement", a confirming letter or an email) is all you need to tie down the deal.

You need to have some form of documentation at the end, if this is a serious negotiation.

What you might say is: *"Let's make a few notes on the points we have agreed; for each of our files and just initial it."*

This is vital. Because, it provides a basis for the contract to be prepared. And when the contract arrives, you can confidently say: *"That's not what was agreed."*

If you both have the same set of notes, it's easy to verify that the contract has been drawn incorrectly.

Otherwise, you'll quickly discover how recollections can often change — between reaching agreement and the formal contract emerging. As a result, you are forced to restart the negotiation again.

Hopefully, these 20 Questions have helped you to gain a "helicopter view" of how each component of a Negotiation relates to all the others.

And with this Framework at your fingertips, you should now be in a far stronger position to tackle your next Negotiation ... with supreme confidence.

Where do you go from here?

If you found this introductory material worthwhile ... you may care to find out more about my [Negotiating Master Class](#).

On a week-by-week basis, you'll discover the 26 Strategies and Tactics you need to be truly successful, as a Master Negotiator.

By learning everything gradually, you will avoid being overloaded all at once. And it also allows you the opportunity to implement and master each New Technique, during that week ... before moving onto the next one.

Anyway, you can [simply watch this short Video](#) to find out more.

And may I wish you all the best with your property investing.

Regards ...

A handwritten signature in black ink, appearing to read 'Chris', with a horizontal line underneath.

Chris Lang
Negotiating Made Easy