

A Field-Tested Approach to Negotiation

10 Point Checklist

Chris Voss

Want to gain as much knowledge as possible out of Marketing Speak?

Read on below for a 10 point checklist that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**

"Negotiating never guarantees anybody success. It's always guaranteeing people the best chance of success."

CHRIS VOSS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

- ☐ Ask people questions that will make them think. Doing this will give them more clarity and help them make better decisions.
- ☐ Disregard my biases and accept that there is neither agreement nor disagreement. Negotiations are a completely neutral thing. My goal should be to make them feel heard.
- ☐ Be in the moment and listen intently to the person I am talking to so that I can find common ground that I can use in the future.
- ☐ Don't feign anger when pursuing others. According to Chris Voss, this is similar to telling a lie, and it can ruin my integrity and cause issues in long-term relationships.
- ☐ Negotiate for the sake of reaching common ground, not upsetting others with my personal agenda.
- ☐ Always practice what I preach. I must be genuine in my actions and speak my truth so that people I am in business know that I am trustworthy.
- ☐ Learn about effective body language and good posture. Actions speak louder than words and it should be my duty to impress the people I am dealing with.
- ☐ Be conscious of the tone of my voice because the wrong tonality can cause conflict, break rapport, or derail a negotiation.
- ☐ Visit BlackSwanLtd.com for coaching and some free content. They will help me get the best possible outcome if I'm struggling with deals.
- ☐ Grab a copy of Chris' book called [Never Split the Difference: Negotiating As If Your Life Depended On It](#) and adapt the techniques in my day-to-day dealings and discussions.