

# **ASK FOR MORE**

## **10 Questions to Negotiate Anything**

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**MAIN IDEA**

The best way to negotiate is to ask questions. Negotiation is any conversation in which you are steering the relationship, and the best way to do that is by asking ten questions – five for yourself and five for the party you're negotiating with:



Negotiation is never a zero-sum game. Nor is it something the loudest voices dominate. It's an essential skill that can add value to your life, your career, and also your everyday life. You'll get far more value by asking the right questions of the person you're negotiating with than you ever will by arguing with them. Ask questions and prosper.

*"Most people think negotiation is mostly backward-looking, but negotiation is steering. It is creative. It is generative. Ultimately, negotiation is how we create our future. Sometimes we do that by solving a problem before anyone else even comprehends it. That creative place is where negotiation becomes innovation."*

– Alexandra Carter

**The Ten Questions**



**Look in the mirror** . . . . . Pages 2 - 5

Before you enter into any negotiation, take thirty minutes to first ask yourself five good questions. If you do that, you'll end up getting better results, and feel more confident the deal you're striking is what you want. Don't forget to write down and follow up on the answers you give to these five mirror questions:

- 1 What problem do I need to solve?
- 2 What do I need to get out of this?
- 3 What do I feel about this?
- 4 How have I handled this before?
- 5 What's the first step?

**Look out the window.** . . . . . Pages 5 - 8

The key to negotiating a great deal is to see the other party clearly. To achieve that, you need to ask some questions and then listen empathetically, even if they are your adversary. Try and discern their needs, concerns, and feelings. If you can do that, you'll be a better negotiator. The five window questions are:

- 6 Tell me .....?
- 7 What do you need?
- 8 What are your concerns?
- 9 Have you handled this before?
- 10 What's the first step?