

# THE JORDAN HARBINGER SHOW

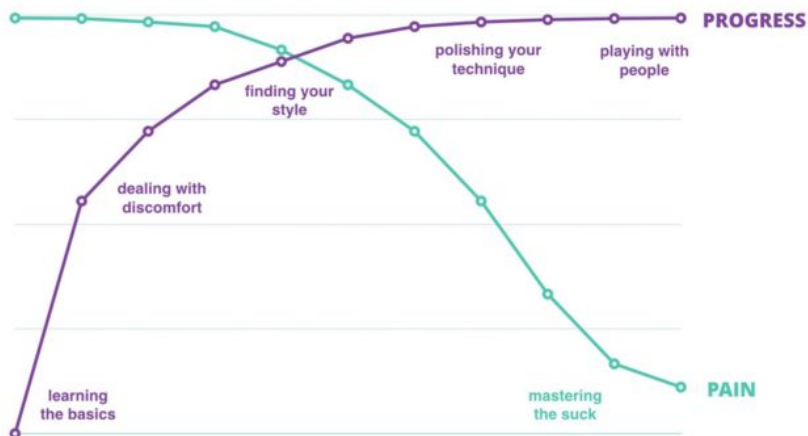
## Worksheet for Alex Kouts | The Secrets You Don't Know About Negotiation Part One (Episode 70)

Like salesmanship, negotiation is a valuable skill that many hesitate to master because of unfairly attached negative qualities that have come to be associated with it. Some think of it as the dark arts for persuading others to do one's bidding against their own self-interests, but done properly, it results in wins for both sides of the table.

Business developer, startup veteran, [Countable](#) CPO, and professional negotiator Alex Kouts joins us for [this first episode](#) of a multi-part series to share his expert secrets of negotiation with those of us who feel a little squeamish at the prospect of getting a "yes" in a world that actually finds it surprisingly hard to say "no."

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## What Is Your Prediction for the Fight Clubber? Pain



As you start to learn a skill, you're going to endure a lot of pain -- but you're also going to make rapid strides in progress. At the point when your levels of progress and pain intersect, you'll enter the point of true mastery (playing the piano, understanding the role of the DH in baseball, speaking Serbian, etc.) where progress slows and plateaus -- but you'll suffer less and less for it. To get to that point, you'll pay your dues; how much pain are you willing to eat?

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**Where are you at on the Pain/Progress chart with one of your skills? Write down the skill and mark where you are on both the Pain and Pleasure curves. Where do you expect it to be in six months? How much pain are you willing to eat to acquire the skill? Mark your expectations on the curves.**



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## Rudy! Rudy! Rudy!




hard work beats talent when talent doesn't work hard

Alex shows me a Rudy Chart: the bottom level consists of those who have no talent and are lazy -- the lowest of the low. The next level up are those who are talented but lazy, and in the next one are those who don't have talent but are lazy. The top level is for the elite -- these are the people who have both talent and work hard (see Hung, William). No Talent + Hard Work will always beat Talent + No Work.

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**Write down people you know at each level of this Rudy Chart. What level are you on? If you are on the bottom two levels, then create a goal to meet and get to know people on the top two levels. This is where success is and where you want to be.**

A large, empty rectangular box with a thin blue border, intended for the user to write down names and goals as instructed in the text above.

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## Be Prepared

Alex told me that the better prepared person in a negotiation almost always wins, even if the other party is more experienced in negotiating deals. Every bit of knowledge helps and is a weapon in your arsenal. This is when Google stalking is a good thing.

**Note a time when you have gone into a negotiation completely prepared. Maybe it was to buy a car or a home, or maybe for a job interview. How did it feel knowing you had everything at your disposal? When have you gone in with very little information? How did that feel? For your next negotiation, prepare as much as you can before and go in with loads of information. Tweet to me at [@JordanHarbinger](https://twitter.com/JordanHarbinger) about your experience.**

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## Mr. Cosmo Kramer vs. Starbucks Coffee

For a class exercise, Alex tells us about his assignment to go into public and get 20 'no' answers in five days. He couldn't do it because people have such a great desire to preserve the social fabric that they would allow most anything. Saying 'yes' too quickly to offers doesn't allow the space to negotiate. You have to get a 'no' to set the edges of the negotiation, otherwise it isn't a negotiation. It even worked at McDonald's!

**For the next week your assignment will be to get 5 'no' answers when you ask for something that is not normally given. Listen to the examples Alex and I discuss and pick several of your own. Then post your experience in our [Jordan Harbinger Show group](#) on Facebook so we can see your victories. I bet you don't get five 'no' answers in the week!**



*Full show notes and resources for this episode [can be found here.](#)*

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## About



Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

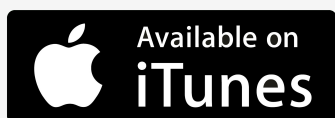
We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.



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