

THE JORDAN HARBINGER SHOW

Worksheet for Alex Kouts | The Secrets You Don't Know About Negotiation Part Two (Episode 73)

In negotiations, communication is made up of the following parts: 7% is the meaning of the words you speak, 38% comes from the intonation of your voice, and 55% is your body language while you speak. Knowing your own cues and picking up on the cues of others is so important for getting the best deal.

Business developer, startup veteran, [Countable](#) CPO, and professional negotiator Alex Kouts joined us for [this second 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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Masters of Illusion

One of the principles Alex and I discussed is the illusion of maintaining control during the negotiation. We want to put the other person at ease because when we lose control we shut down and there can be no negotiation. Conversely, we don't want the other party to shut down either or get too defensive. Maintaining control, or at least the illusion of control, is key for negotiating the best deal.

When is the last time you negotiated something like a car or a lease? Did you maintain control during the process? When did you lose control? Did the other party lose control at some point? What will you do better next time?

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The Offer and Response

Alex and I stepped through a strong response and counteroffer to a job offer. The principles we reviewed are these:

- Never take the first offer (FU offer).
- Always be thankful.
- Set the tone.
- Display social proof/market validation that you are in demand.
- Set the ask.
- Present a slam dunk.
- Reiterate interest.
- Close strong.

Using these principles as guidelines, create your own response to the proposed job offer. Post your results in our [Jordan Harbinger Show Group on Facebook](#) for others to see what a genius you are.

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Bouncy, Bouncy, Bouncy to My Account Balance

One of the cool examples Alex told me about was how he negotiated the price of a mattress to under half of the original price and had extras thrown in to boot. Because mattresses are almost pure profit for the dealer, there is a lot of room to negotiate. Here are Alex's scripts of things you can say and do whenever you're negotiating for something like a mattress, car, or motorcycle (to name just a few examples).

- Establish a baseline price.
- 'What is your best out-the-door price?'
- 'Will you do that -10%?'
- 'If you reach my price I will buy today.'
- 'I am on the phone with XXX and they have that same mattress advertised for \$XXX; can you beat that?'
- 'If I buy here will you throw in X?'
- 'What is the good guy/local discount?' *A Jordan Harbinger special.
- 'What if I pay cash?'
- 'Okay, it is helpful to know where I stand. I am going to check out a couple of competitors and will be back if it makes sense.'
- Walk away until you find the right price.

Decide that you need a new mattress and find one you like. Your goal will be to get at least 50% of the mattress using the scripts Alex has created. Try them out and post your experience in our [Jordan Harbinger Show Group on Facebook](#).

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About



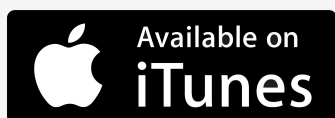
Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

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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