

# THE JORDAN HARBINGER SHOW

## Worksheet for Alex Kouts | The Secrets You Don't Know About Negotiation Part Three (Episode 76)

During a negotiation, pay attention to your internal emotional experiences. How do you react to certain situations? How does new data affect you? What choices are made for you instead of you actively making the choice? We tend to judge the success of the negotiation if all of the rules and steps were hit (don't accept the first offer, make them reactive, get to no), but that is not the real reason the negotiation went the way it did.

Business developer, startup veteran, [Countable](#) CPO, and professional negotiator Alex Kouts joined us for [this extended third episode](#) of our three-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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## Doing the Deep Dive

In [part two](#) of this series, Alex and I discussed going into a negotiation prepared because we did the prep work to know every option. To help us do this, we posted a worksheet that asks questions like ‘When do I need to make a deal by?’, ‘What are all of the factors that should/could be part of the agreement?’, and ‘What is the preferred method of communication?’ Doing the prework gets you out of your head and helps you understand that the person on the other side of the negotiation is a person going through these same emotions.

**When is your next negotiation? [Grab the prework worksheet](#) and fill it out, no matter how small or large your next negotiation. Do everything you can to go into this negotiation with an incredible knowledge of the situation. After the negotiation, note in your journal how it felt to be prepared before the negotiation. What did you do differently because of your preparation? What will you do better next time? Write these thoughts in your journal.**

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## You Gotta Know When to Hold ‘Em, Know When to Fold ‘Em

In a negotiation, we do dumb things to keep the social equilibrium because we lack the emotional control that we normally possess. What we see internally is not what other people see; we are not aware of what we are doing. We want to react immediately -- write that email, comment back, say something that hurts. You can never take back a communicative reaction; once it is out there it becomes part of the context forever thereafter. Be like a professional poker player (unless you are [Phil Hellmuth](#)) and get up, walk away, regroup -- don't react after a bad hand. Widen the context, there are other fish in the sea.

**When was your last immediate reaction? What do you wish you had done instead? Play out this scenario in your head with a different ending, one that has you taking a step back and widening the context. How is the outcome different this time?**



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## Let's Get Physical

One of the best tools in negotiation is learning to read the other side of the table. Alex and I review a concept we discussed in an earlier episode, the 7-38-55 rule in communication -- 7% of your meaning is from the words you speak, 38% of the meaning comes from your inflection or tone, and 55% comes from your body language. Knowing this can assist you in setting the baseline for a person and then you begin looking for the deviations and reactions.

**Outside of professional media training, one of the exercises you can use to clean up your communication and eliminate some of the tells is to record your half of a phone call. The next time you are on the phone with your parents or a close friend, record your half of the call. Note all of the filler words you use -- the 'umms,' 'ohs,' and 'ahhhs.' Just hearing them will make you conscious of what you are doing, Record five conversations in one week and strive to remove these fillers as much as you can.**

**For bonus points, put your conversations through an editor (like super producer [Jason DeFillippo](#)) and eliminate the fillers. What does your conversation sound like now? Was it kind of short and of little substance? Things to work on.**

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## Because I Said So

Alex and I go deep into the concept of social proofing, the idea that people might not believe you, but they will believe others on the same subject. The five areas of social proofing are:

- Experts
- Celebrities
- Users/Consumers
- Wisdom of the Crowd
- Friends

Know that this is a common tool in negotiation and that people use it. Knowing it is happening is an easy way to eliminate the distraction of social proofing and desire for validation.

**When was the last time you used social proofing to get what you wanted? When has somebody used it against you? Identify one instance for each area of social proofing (Google it for examples) so you can be more aware of it happening. Write down a future instance where you believe that social proofing will help you get what you need.**

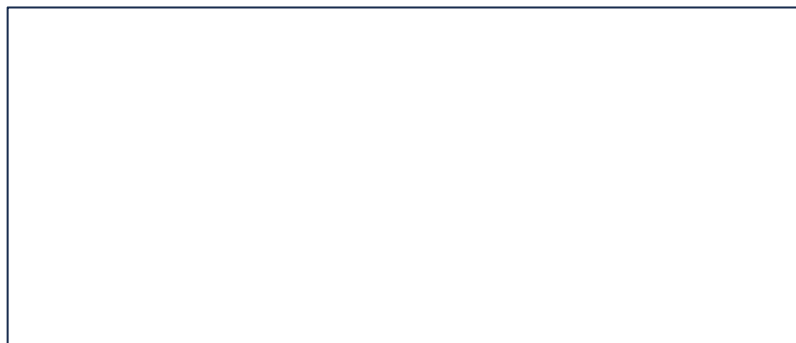
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## Bonus Challenge

In [part one](#) of our negotiation tactics with Alex, we discussed trying as hard as we could to get people to say 'no' when we ask for a discount or favor. We could not get 20 'nos' in a week -- it just wasn't possible! People are so afraid to upset the social equilibrium that they will do things they normally would not do.

**If you have not done this exercise yet, here is your last opportunity to do it. In a seven-day period, try to get somebody to say 'no' to something you want to negotiate. It can be a job, a car, an apartment, something at Starbucks, a taste of somebody's donut, etc. It doesn't matter, people won't say 'no.' Tweet your experiences to Alex and me and we will all look on in awe and wonder when you receive those coveted 'nos.'**



*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.

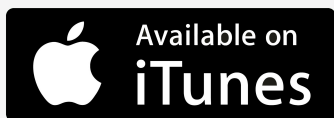
We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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