

Ask for More

10 questions to get what you want

Alexandra Carter

This book is about negotiating
what you want with questions, no
one really teaches you that.

When you ask the right questions,
you open a window to create value
far beyond what you can imagine.

When you change your questions,
you change conversation.

Expert negotiators realize that
their strength is knowledge and
not bluster

Research shows that only 7% of people ask good questions in a negotiation.

A me first , argumentative
approach always loses the
negotiation.

In challenging times, why is not the question we should ask. Why looks backward, often seeking to particularize a problem to a perpetrator.

5 simple tips to negotiation.

1. Create the occasion
2. Write down your answers
3. Write down the thing you're thinking
4. Follow up
5. Summarize your answer

The first question in a negotiation is “what’s the problem I am trying to solve”

Some problems have no answers,
so we have to just manage.

The second question is what do I
need to do?

People who start with what's the least they can get tend to lose more compared to those who start with what best they can get.

Most people in negotiations care
deeply about their reputation.

In mediating business conflicts,
people seek fairness, fairness may
mean different things in different
contexts.

Question three is what do I feel?

Feelings are facts

Feelings are present in all
negotiations

Feelings directly impact our
decision making and other abilities
in negotiation.

Emotions also affect innovation
and creativity

Negotiations are not only about money, many in fact are about feelings.

Anger and anxiety always surface
in negotiations, watch out for
them.

Fourth question is how have I
handled this successfully in the
past?

When people think of a prior success, they go from feeling unsure, apprehensive or lost to confident, organized and even excited to negotiate.

Fifth question is what's the first
step I should take?

You should always start with the thing which has the highest probability of success.

Negotiation is cumulative, so start
with a good first step.

Celebrity trainer Autumn Calabrese helps people lose weight and get healthy, she sees losing weight as a negotiation.

‘When people talk, listen completely, most people never listen’ – Ernest Hemingway

Most people understand the concept of listening to a friend, a spouse, a colleague, very rarely they are ready to listen to an adversary.

Listening is the most important
foundational skill in negotiation.

5 tips on listening

1. Land the plane
2. Enjoy the silence
3. Follow up
4. summarize and ask for feedback
5. Listen for what is unsaid

Sixth question is tell me...

Tell me... allows you to learn the other person's definition of the problem.

Tell me.. Builds a relationship with
the person across from you.

Seventh question is what do you
need

Asking what do you need is a life
changer

Getting underneath someone's demands to understand the needs driving them can help transform someone's ideas about a conflict and what to do with it.

Eight is what are your concerns

Asking people for their concerns helps you get information that is critical to your negotiation but also makes the other person heard.

This is a good way to get to the root of the person's feelings.

Nine is how have you handled this
successfully in the past

Recalling a prior success helps
someone define their problem and
access potential solutions

The second reason to ask about a prior success is that it helps the other person gather the confidence and the motivation to solve the problem both of you face.

Tenth question is what's the first
step?

This question benefits your deal,
you don't have to accept
everything that is said.

The advantage is that you can get a version for you to refine and take forward.

If negotiation brings up too many issues, which do you tackle first

- Low hanging fruit
- needs or common feelings
- Short term issues
- Recurring themes

summary

The Mirror	The Window
My definition of the problem	Their definition of the problem
My needs/what those look like	Their needs/what they look like
My feelings/concerns	Their feelings/ concerns
My previous success	Their previous success
My first steps	Their first steps