

## YOUR FOUNDATION

**B**efore I teach you *what* to do, you should understand three important things; what negotiation is, the four possible outcomes, and what I call “input vs output”, which is just understanding how the effort you exert correlates to the importance *you* place on the eventual outcome.

HERE IS MY DEFINITION OF NEGOTIATING:

the art  
of getting yourself  
what they want <sup>tm</sup>

Read that definition again. Anytime you want something, well, that’s what *you* want, and maybe the other

person doesn't want to give it to you for any variety of reasons.

However, if you can show them that what you want is also what *they* want, then of course they will give it to you *because they want to*, right? Keep in mind, that *what they want* can be tangible (like money) or intangible (like a good feeling).

A great example of someone who kind of understands this principle is the cocky young guy who uses the line “you know you want me”. If the girl he says that to, stops to think about it and ultimately decides “you're right” (I've never seen it happen), then each of them would end up with what both of them wanted! Bam! Does that make sense?

## POSSIBLE OUTCOMES

Negotiation between two parties will have one of four outcomes.

1. Win/win
2. Win/lose
3. Lose/lose
4. No outcome (even no outcome, is an outcome)