

THE NINE NEGOTIATION KEYS AND ASSOCIATED INTENTIONS

NEGOTIATION KEY	CLEAR INTENTION
1. Demonstrating Enthusiasm	Building Rapport
2. Asking Clarifying Questions	Making No Assumptions
3. Defining Your Intention to Serve	Building Trust
4. Illuminating the Objective	Discovering Your Talking Points
5. Recapping the Objective	Practicing Perception Checking
6. Crafting the Strategy	Building Confidence
7. Establishing Your Value	Delivering The Close
8. Introducing "The Pivot"	Preserving Peace of Mind
9. Identifying Next Steps	Confirming the Relationship