

GOAL (Reasonable + Stretch - *not* BATNA) _____

CONTEXT (Couple of sentences leading up. Seeking a “That’s Right” response.) _____

Laundry List (Every terrible thing they could say about you.)

Inoculation Labels (BIGGEST Labels - Practice Aloud in DJV)

It’s going to be horrible _____ .
 You’re going to think _____ .
 It seems you feel like I/my biz/program is _____ .
 We acknowledge you believed _____ .
 It seems you want _____ .
 It sounds like you have an idea _____ .

Guiding Questions (Reveal deeper emotions/feeling/interests + Overcome potential deal killers.)

Revealing Relevant Not-Yet Articulated

What are we trying to accomplish?
 How is that worthwhile?
 What’s the core issue here?
 How does that affect things?
 How does this fit into what the objective is?

ID Back-Room Deal Killers

How does this affect the rest of your team?
 How on board are the people not here?
 What do your colleagues see as their main challenges in this area?

ID & Diffuse Deal-Killing ISSUES

What are we up against here?
 What is the biggest challenge you face?
 How does making a deal with us affect things?
 What happens/cost of doing nothing?

1. _____
2. _____
3. _____
4. _____
5. _____

3-5 Follow-Up Curiosity Labels/Statements (Voice: Upward inflection at the end.)

It seems like _____ is important.
 It seems like you feel I am in a unique position to _____ .
 It seems you are worried that _____ .
 _____ .
 _____ .

Alternatives to their Main Ask _____
