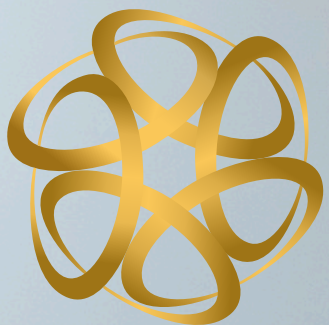


NEGOTIATION

Starter Kit

"Master the art of influence by mastering the conversation."



Communciation Mastery

The 5 Step Negotiation Plan

Everything in life is a negotiation. From splitting rent with flatmates to asking for a raise, setting boundaries with a partner, or navigating high-stakes business deals, every human interaction is an exchange. If you're not consciously shaping the conversation, someone else is.

And if all problems are communication problems...
Then all solutions begin with negotiation.

This starter kit will give you the foundational tools, mindset, and language to navigate any interaction with clarity, confidence, and influence.

1. Recognise the Conversation You're In

Default Mode = Blind Negotiation.

Most people speak without recognising what the other person values, fears, or truly wants. They respond to surface-level content and miss the deeper emotional stakes.

Ask Yourself:

“What’s really being exchanged here?”
Money? Time? Respect? Freedom? Power?
Love? Peace?

Every conversation is a trade, and it pays to know the currency.

Try This:

Listen for subtext (What’s not being said but implied?)

Observe body language for tension or desire

2. Clarify What You Want and Why It Matters

If you don't own your ask, you'll settle for scraps.

Before stepping into a conversation, define:

What do I want?

Why does it matter?

What would I settle for (minimum viable win)?

What would be a dream outcome?

Negotiation is not just asking, it's positioning.
“People don't buy what you do. They buy why you do it.”

Simon Sinek

 **Try This:**

Write your ask in one sentence.

Then write why it matters in one sentence.

If the why isn't compelling, your ask won't be either.

3. Frame the Outcome as a Win-Win

Forget domination. The best deals feel like partnerships.

Negotiation is the art of alignment, shaping the conversation so both parties walk away with value. This requires tools of empathy, flexibility, and precision.

Mirroring:

Subtly reflect their language or tone

Labelling:

“It sounds like...” to validate their emotions

Pacing:

Match their tempo and communication style

Reframing:

Recast the deal as a shared solution

“Let’s solve this together” disarms defensiveness and builds trust.

4. 💡 Anticipate Objections Before They Arise

Objections aren't threats, they're opportunities.

Prepare for “no” by understanding:

What fears might they have?

What are they protecting?

Where might they need reassurance?

🔧 **Try This:**

For every ask you make, write out:

Their potential objection

Your empathetic response

A creative compromise

Example:

Ask: “Can we extend the project deadline?”

Objection: “That might push our launch.”

Response: “I totally get that. What if we prioritize Phase 1 now and stagger the rest?”

5. Practice & Recalibrate

You won't get it perfect every time, that's the point.

Each negotiation is a live feedback loop.

Treat it as a lab:

Reflect afterwards:

What worked?

What didn't?

Notice which language led to resistance or resonance

Adjust for the next interaction

Consistency beats perfection. You're not just learning to negotiate, you're rewiring your communication style.

BONUS: Quick Start Checklist

- ✓ Do I know what I want and why?
- ✓ Do I understand what they value?
- ✓ Have I framed my ask in a win-win format?
- ✓ Have I prepared for potential objections?
- ✓ Am I leading with empathy, not ego?

Final Words

Negotiation isn't manipulation.
It's communication, elevated with intention.
Master it and you'll shape not just
conversations, but outcomes, relationships,
and your reality.

Want more?

Join our Community on Discord
and practice live with others who
are sharpening their influence in
real time.

**Let's turn this starter kit into a
lifelong skillset.**

Contact us today!

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