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First, an important philosophical point. People think that to win a negotiation, the other party has to lose. Candidly, it's not effective. The best deals expand the pie and both parties feel good about it.

- 1. Tell the other party what makes them valuable to you.**
 - a. It's disarming and changes the framing.
 - b. It makes them trust that you are truly valuing them.
 - c. Too many people are afraid to do this.
 - d. Don't be. Do it early and often
- 2. Explicitly ask:**
 - a. "What matters to you?"
 - b. Walking into a negotiation with assumptions is one of the most dangerous things you can do.
 - c. Keep asking clarifying questions if their answer is unclear.
 - d. Learn what makes them tick and what their sticking points are.
- 3. Explicitly Share What Matters to You**
 - a. Don't get trapped with positional bargaining.
 - b. Explain to the other party WHY terms matter to you.
 - i. "I need 10% revenue share." Not good enough.
 - ii. Explain why that threshold is important to your business model.
- 4. Put It in Writing**
 - a. Most deals stall because they stay in the "talking" stage.
 - b. Talking = conceptual; drafting = real.
 - c. Our team takes the lead on putting together a first draft of a solution.
 - d. It shows:
 - i. we have listened
 - ii. we're eager to push the ball forward
- 5. Compress Timelines**
 - a. Time kills all deals.
 - b. Why? Because things change.
 - c. At the outset:
 - i. Align on a timeline.
 - ii. Commit to it with some skin in the game.
 - iii. Establish process and boundaries to overcome obstacles.
- 6. Know Your Worth**
 - a. I've personally felt this one. My style - and Bolt's culture - is to be kind. Firm, but kind. Sometimes people misinterpret this as soft.
 - b. This isn't acceptable. If you're ever treated disrespectfully, put your foot down and be assertive.

7. Be Willing to Walk

- a. Sometimes - despite your strongest efforts - deals stall.
- b. At this point, communicate clearly that you can't move any further and that's ok.
- c. You want a QUALITY deal; not just a deal.
- d. If you have built trust throughout, this will be respected.

8. Always Be Closing

- a. Most deals die near the finish line. This is a big mistake.
- b. When you're near agreement, that's when you should double down.
- c. The last 10% of negotiation can be as arduous as the first 90%.
- d. Never take your foot off the gas.

9. Celebrate

- a. After a deal is done, make sure to celebrate the victory.
- b. Celebrate it with your team AND celebrate it with your newly landed partner.
- c. It's good to pause and reflect on the key points for why both parties wanted to do the deal in the first place.

10. Don't Over Celebrate

- a. "The past is your ego. The future is your pride. The present is your humility." -- @Giannis An34
- b. To change the world, you need to live in the present.
- c. Get to work making the deal work.