Tips

1. GO TO THE BALCONY
   - Keep your eyes on the prize
   - Name the game
   - Buy time to think
   - Don’t make a decision at the table

2. STEP TO THEIR SIDE
   - Hear them out
   - Acknowledge the point and the person
   - Agree wherever you can
   - Don’t say BUT, say YES...AND

3. DON’T REJECT... REFRAME
   - Ask problem-solving questions
   - Ask “why” and “why not” Ask “what if?”
   - Ask for advice
   - Reinterpret whatever they say—positively

4. BUILD THEM A GOLDEN BRIDGE
   - Satisfy unmet interests
   - Involve them from the start
   - Help them save face
   - Go slow to go fast