

"Each label should end with an upward inflection of genuine curiosity so that it lands gently and digs in."

DISCOVER THE BNI BENEFITS  [FACEBOOK.COM/SHORELINEBNI](https://www.facebook.com/shorelinebni)

MEMBER OF THE WESTERN NEW ENGLAND DISTRICT

BNI[®]
Clinton CT

Shoreline

BUSINESS NETWORK INTERNATIONAL
The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

THE EDUCATIONAL MOMENT

Attorney Michael Sweeney, Educational Coordinator
February 25, 2020

Alternatives to Making Concessions

by Chris Voss*

You've got a logjam. The thought of giving in leaves you with a bad feeling in the pit of your stomach. What should you do in this scenario? **Think empathy.**

How you understand your counterpart. We use empathy because we want it in return. We want as many deals to make themselves as possible because it saves time. The **LMP progression** – Label, Mirror, Paraphrase – looks like this:

Labels

You start banging away at the logjam with selections from these labels:

"Seems like you'd prefer not to make this deal?"

"Seems like you think I'm being unreasonable?"

"Seems like there's more here than meets the eye?"

"Seems like you're under some pressure?"

Each label should end with an upward inflection of genuine curiosity so that it lands gently and digs in. (You can even add a few of your own, but you're going to have actually use several – at least three.) Go silent so they can respond.

Mirror

You have got to mirror **mirror key words from their answers** to dig deeper and uncover more information. You're building information and fodder here for your tactical nuke. Keep Robert Downey Jr.'s Sherlock Holmes line in mind: Data, data, data. I cannot make bricks without clay!

Paraphrase

The paraphrase – **putting the actual meaning of their words into your own words** – is the real bridge here. It makes your responses a little bit longer. String together responses from paraphrases of what they've said and go silent. It will keep them talking. Paraphrases are longer than mirrors. It's more of a back-and-forth. When you paraphrase, the other side is encouraged to continue the conversation right back. The paraphrases are the bridge to a good summary.

The Grand Slam Summary

Many people struggle to get from the short format of labels and mirrors into the long-response format of a grand-slam summary. This type of summary is a long response. You're going to have to disengage your dynamic silence gear for a bit here to get it all out. The only time you may want to stop before you get to the end of it is if your counterpart interrupts you to correct you – which is actually an amazingly good sign that means that they are completely focused on you. A great summary is built on two types of pillars: labels and paraphrases. It makes your counterpart feel completely understood. It's at this point that you maximize the possibility that they will break the logjam for you. And if the deal doesn't make itself right here, you can fall back on the following.

"How would you like to proceed?"

Nothing favorable in the response?

"It seems like there is nothing I can say to get you to change your mind."

Still nothing?

"It seems like you're powerless here."

No one is willing to say yes to being powerless after you have deployed a summary that knocks it out of the park. They will find some way to make things better if it is in any way at all within their power. If it isn't? Now you know. You've done your job, and done it well. If you find yourself here, it's time to move on to a new deal – one that you can make – and no longer waste energy spinning your wheels. There will be a better opportunity waiting for you just around the corner.

*Sourced from **Chris Voss**: <https://blog.blackswanltd.com/the-edge/unwilling-to-make-concessions-in-negotiation-do-this-instead>
