

If you haven’t read NEVER SPLIT THE DIFFERENCE by Chris Voss, you’re missing out.

Watch him on youtube.

<https://www.youtube.com/watch?v=O_iKeiPhisw>

This is STRAIGHT out of the book.

Key POINTS:

* Dj Voice - Speak like a late night DJ - Calm, Deep and relaxed
* Mirror - Sounds like you feel \_\_\_\_\_\_\_? Whatever they just said.
* I’m sorry, How am I supposed to X? For something you can’t or won’t do.
* Silence - NOT talking is powerful.
* ANCHOR

**Example #1**

You are the listing agent.

* Interest in this house has been INSANE. We’re showing regularly. Can you tell me a little about your buyer and why we should go with this offer?

*THEY PROVIDE INFORMATION*

* We’ve really had quite a bit of interest here as I said before, we’re expecting a strong offer here based on our showing volume, as we’ve only been on the market a short time, do your buyer’s understand the market conditions, can your buyers do a full price, list offer?

*THEY PROVIDE INFORMATION*

* As you know our area is nationally ranked for the amount of cash transactions, I see you have a financing contingency here...pause...is there a reason you’re not able to waive the financing contingency and go cash?

*THEY PROVIDE INFORMATION*

* Ok so you can’t go cash?

*THEY VOMIT INFORMATION*

* OK so I see this is an AS-IS offer, since we have a financing contingency here, and which is fairly undesirable, and we’re not quite at list price..I’m assuming the buyer understand the meaning of AS-IS and that an inspection report will note that this is NOT A NEW HOME?

*THEY VOMIT INFORMATION*

* Mirror - I just want to be clear that we can’t make ANY repairs with this type of an offer.

Silence...

BLACK SWAN POSSIBLE

SILENT...

* Would it be impossible if we asked you to complete this work at $5,700?
* Let me discuss with my partner…
* We can do $X
* The lease I can do is $X

**Example #2**

You are the selling agent.

* My buyers have seen a lot of great opportunities, they MAY have some interest in your listing...Can you tell me a little about your seller and why they are selling?

*THEY PROVIDE INFORMATION*

* We’ve really seen quite a few great options, as I said before, we’re expecting a fair deal, as we’ve noticed there is a lot of inventory currently, do your sellers understand the market conditions, and can they negotiate?

*THEY PROVIDE INFORMATION*

* As you know most buyers use financing, and will inspect the home. Is there anything we should know about before proceeding?

*THEY PROVIDE INFORMATION*

* Ok so you believe there will be no inspection issues?

*THEY VOMIT INFORMATION*

* OK so I will assume we’ll have a very clean report. If there are issues, would it be crazy to suggest your sellers make the repairs?

*THEY VOMIT INFORMATION*

* Mirror - I just want to be clear that we will expect ANY and ALL repairs with this type of an offer.

Silence...

BLACK SWAN POSSIBLE

SILENT...

* Would it be impossible if we...
* Let me discuss with my partner…
* We can do $X
* The lease I can do is $X