

OB853 - Negotiations

Guidelines for Nos Exercise

Your task is to make requests of the people around you with the goal of getting ten people to say “No” to you. You can ask for favors, discounts, sale terms, compensation, or pretty much anything else you want. Please remember the following rules regarding your requests:

1. The people you are asking must be able to do what you request – they must have the ability and authority to do what you are asking.
2. You can only get one No from each person – if you get a No from someone, then you can’t use them for additional requests.
3. You have to make at least 10 different requests. Find different things to ask for rather than asking for the same thing over again from different people.
4. If they say yes, you have to keep what you asked for.
5. You can’t tell them it’s an exercise EVER – to them, this has to be real.

The idea is to ask for things that would give you some value. I’m looking to see what you asked for, using two parameters – how much value are you looking to get for yourself through this request, and how much risk are you willing to take in making the request. If you don’t feel somewhat uncomfortable in a good portion of these requests, you’re not doing it right.

Please record your requests in a table as follows. Record both the questions you got “Yes” to as well as the ones you got “No” to.

Request #	Who you asked	What you asked (exact words)	Their response	Approximate value (if \$\$)

Remember that the goal is to get 10 “No” responses, not just to make 10 requests. Keep asking until you get 10 Nos. In addition, there are two more steps I ask you to take:

For one of the Nos you get, go back to the person twice more and ask for the same thing again in the same way. Record their response each time. For another of the Nos you get, go back to the person and ask them why they said “No” and what would it take to turn their “No” into a “Yes.” Record their response.

Please send me your tables when the exercise becomes due, and then add to them a write-up in three paragraphs describing:

1. What was challenging for you about this exercise.
2. What you learned from the exercise.
3. How this exercise changed you going forward.

Please write the three-paragraph write-up as an in-line email and attach the table in excel, word, or PDF form to that email. I look forward to hearing about your exploits.