

THE PHASES OF NO

Say no without the word. Advance through the phases only as far as you must, then stop the moment your counterpart moves.



When you cannot agree on how to move forward, a hard no can blow up the deal. So you show you are willing to walk away without it having to be threatened. You progress through four phases, one at a time, and stop the instant your counterpart gives.



THE SKILL

Each phase says no a little louder, without the word. Deliver it in the Analyst tone: low, slow, unemotional. Brace them first, then let the silence do the work.



BEFORE YOU SPEAK

- Brace them first with an Accusations Audit.
- Follow every assertion with Dynamic Silence.
- You are ready to walk if terms do not change.

LAW OF NEGOTIATION GRAVITY #7 | The last impression is the lasting impression. Lose the deal, not the relationship.



THE STEPS

Draft your version of each phase. After every no, hold silence and write what they did.

1



"How am I supposed to do that?"

Ask it at least twice. Let them feel your position.

2



"That just doesn't work for us."

Firm. Not another inch. Your version:

3



"I can't do that."

No excuses. No explaining. Your version:

4



"I apologize, but no."

Only when nothing else lands. Your version:

NOTES which phase moved them, what they gave, your next step

THE REP Today, say no to one small ask without the word. Stop the moment they move.