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| --- | --- | --- | --- |
|   | Professional Situation | Personal Situation | The Ted Talk |
| Identfiy the goal |  |  |  |
| Understand your audience |  |  |  |
| Communicate the value (what they get out of the deal) |  |  |  |
| Express the need (that both sides want) |  |  |  |
| Combat resistance |  |  |  |