

VI. MASTER STRATEGY FOUR: Saving Face

A. Roadblocks

1. “Not Invented Here”
2. Interests Unaddressed
3. Fear of Being Disgraced
4. Feeling Rushed

B. Facilitate Favorable Response

C. Opponent Involvement

1. “Hitchhike” on Opponent’s Ideas
2. Negative Inquiry
3. Present Options

D. Satisfaction

1. **Be Perceptive — Don't Judge Too Quickly**
2. **Heed Human Requirements**
3. **Look Beyond “Zero-Sum”**
4. **Notice Hi-Benefit/Lo-Cost Trade-Offs**
5. **Conditionality: “If . . . Then . . .”**

E. Arrange an Honorable Retreat

1. **Facilitate Face-Saving Alternatives**
 - a. Show Changed Circumstances
 - b. Seek 3d Party Advice
 - c. Identify Standard of Fairness
2. **Create Victorious Perceptions**

F. Lessons of the Tortoise

1. Hand-Holding

2. Speed — Don't rush it!

3. Timing — close at the end

G. Crossing Over

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