

The Six Moves, Side B

- ☐ Pre-wire the sponsor privately.
- ☐ Open with the decision.
- ☐ Name the sunk cost yourself.
- ☐ Bring three options.
- ☐ Lead with the capacity release.
- ☐ Close in writing within twenty-four hours.

What to do if the answer is no:

	STOP	RE-BASELINE	NARROW
COST			
BENEFIT			
PAYBACK			