

Deal Preparation Sheet

Complete this before any important meeting or negotiation

Companion to Chapter 2: The Borrowed Office

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David White | How To Start A Business Without Any Money

Before You Go In

The BAT Building meeting worked not because of the borrowed office or the limousine. It worked because, in three minutes over a kettle, the right offer was found. That offer was possible because two things were clear: what could actually be delivered, and what the other side actually needed.

Complete this sheet before any important meeting. It takes ten minutes. It stops you committing to things you cannot deliver and helps you find the offer that works for both sides.

Section 1: What You Can Actually Offer

What you can deliver (be specific and honest):

What you cannot offer (know your limits before you go in):

Your thinking-time move (what will you say if surprised?):

"Would you like a cup of tea?" / "Let me just check my notes." / "Give me a moment to consider that."

Section 2: What The Other Side Needs

What do they actually need from this meeting? (Not what they say — what will make it a yes for them?)

How can your offer align with their success? (If they succeed, you succeed.)

The keyboard factory wanted a client. I wanted keyboards. The deal that worked: I paid per unit, so the more I sold, the more they made. Their success depended on mine.

Section 3: Your Scaffolding Audit

Scaffolding is anything that helps you get in the room. It is not the substance of what closes the deal. List your scaffolding and confirm it is necessary:

Scaffolding item	Necessary to get in the room?
	Yes / No / Cut
	Yes / No / Cut

Yes / No / Cut

After The Meeting

What did I offer that I can actually deliver?

What did I learn about what they actually need?

What would I do differently next time?

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