



Special Viewpoint

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In the fast-evolving world of strategic negotiation—especially in high-stakes finance, diplomacy, and cross-border investments—the art of language is as critical as the strategy itself.

The 14 phrases outlined above may seem basic, but they form the tactical vocabulary of trust, positioning, and psychological leverage. They represent a silent power dynamic that determines not just the outcome, but also the quality of the relationship post-deal.

Key Insights

- Tone sets the table – Phrases like “Let’s get down to business” or “What are your thoughts on...” are more than formalities—they disarm resistance and build rapport. This is where mutual respect begins.
- Boundaries define strength – Phrases such as “I’m afraid that’s not an option” or “Is that your best offer?” signal firmness without hostility. A negotiator must be clear about their red lines without being confrontational.
- Framing is power – Saying “From our perspective” instead of “We disagree” shows emotional intelligence. It positions disagreement as dialogue—not conflict. This is essential in high-context cultures, like Asia.
- Consensus matters – Lines like “Let’s look at what we’ve decided so far” or “I think we’re in agreement on...” act as anchors. They create psychological momentum and reinforce progress.
- Closure and continuity – “Let’s sum up the main points” and “Let’s schedule a follow-up” are not afterthoughts—they are rituals of closure and continuity, showing leadership, vision, and clarity.

Strategic Framework: The 4 Cs of Negotiation

- Common Interest – The foundation. Deals don't start from opposition; they start from overlap.
- Conflicting Interest – The reality. Understand, don't avoid it. It's where creativity emerges.
- Compromise – The bridge. True negotiators win not by domination, but by alignment.
- Criteria – The discipline. Objective benchmarks prevent ego from hijacking the process.

Final Thought by Dr. Kashyap

"A good negotiation is not just a win—it's the beginning of a partnership. True power lies not in dominating the conversation, but in shaping outcomes where dignity, clarity, and value coexist."