

# THE U-SHAPED (VISUAL) STORY – A COLLABORATIVE NEGOTIATION TOOL

## BIG PICTURE

City & Neighborhood, 1-2 photos



## PRODUCT

Exterior & Interior, 4-6 photos

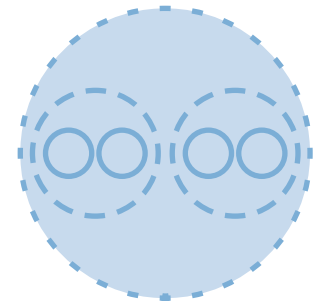
You have recently moved to a new city and are in the market for an apartment. Would it be easier to convince you to move to another city? Or to choose a different apartment?... That is the essence of the *U-Shaped Story* – a bargaining framework based on a novel theory, which posits that one's needs are generated through a process of aggregation/disaggregation, where the broader needs are more valuable and the more specific ones matter less to the individual (Cristian Mitreanu, *Spointra and the Secret of Business Success*). Accordingly, when a need is placed in a bigger context, the preference for a solution that would address it tends to become less firm. The need and the associated product become less important to the customer, thus leading to circumstances that are more conducive to a win-win exchange. Easily applicable to most products and services, from apartments to cars to your morning coffee, the *U-Shaped Story* is closely aligned with the widely-known collaborative techniques of *integrative negotiation* (as opposed to *distributive negotiation*) and *consultative selling* (as opposed to *transactional selling*).

## BIG PICTURE + YOU

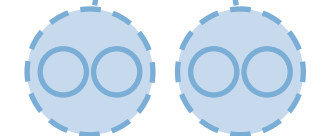
City & Neighborhood, 1-2 photos



BIG PICTURE NEEDS  
Higher Value



Levels of Need Aggregation/Disaggregation



Lower Value  
SPECIFIC NEEDS