

You

Understand their point of view, and let them know you understand it.

Me

Put your point of view, briefly and without apologising
Talk about yourself, not them!
Don't forget that you are allowed to talk about your feelings, wishes and preferences as well as practical matters.

Us

See if there is some middle ground or a new solution, or some way of blending your interests and theirs.

(Persist where necessary...

If you need to, you may need to 'broken record' some people – gentle insistence or gentle refusal)