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Negotiate commercial leases and renewals

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*like a pro Renting space for businesses
and navigating a commercial lease can be
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offers expert tips and advice to help small business owners successfully negotiate

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(“this stuff saves lives”), and families to forge better relationships. A 20% discount on an item already on sale. A four-year-old willingly brushes his/her teeth and goes to bed. A vacationing couple gets on a flight that has left the gate. \$5 million more for a small business; a billion dollars at a big one. Based on thirty years

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produce four times as much value as old-*

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school, conflictive, power, leverage and logic. As negotiations underlie every human encounter, this immediately-usable advice works in virtually any situation: kids, jobs, travel, shopping, business, politics, relationships, cultures, partners, competitors. The tools are invisible until you first see them. Then

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problems and meet your goals.*

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rough streets of Kansas City, Missouri,*

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Chris Voss joined the FBI, where his career as a hostage negotiator brought him face-to-face with a range of criminals, including bank robbers and terrorists. Reaching the pinnacle of his profession, he became the FBI's lead international kidnapping negotiator. Never Split the Difference takes you

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inside the world of high-stakes negotiations and into Voss's head, revealing the skills that helped him and his colleagues succeed where it mattered most: saving lives. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become

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more persuasive in both your professional and personal life. Life is a series of

negotiations you should be prepared for:

buying a car, negotiating a salary, buying

a home, renegotiating rent, deliberating

with your partner. Taking emotional

intelligence and intuition to the next level,

Never Split the Difference gives you the

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competitive edge in any discussion.

When discussing being stuck in a "win-win vs. win-lose" debate, most negotiation books focus on face-to-face tactics. Yet, table tactics are only the "first dimension" of David A. Lax and James K. Sebenius' pathbreaking 3-D Negotiation (TM) approach, developed

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Dealmakers "second dimension"—deal

design—systematically unlock economic

and noneconomic value by creatively

structuring agreements. But what sets the

3-D approach apart is its "third

dimension": setup. Before showing up at

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a bargaining session, 3-D Negotiators
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ensure that the right parties have been approached, in the right sequence, to address the right interests, under the right expectations, and facing the right consequences of walking away if there is no deal. This new arsenal of moves away from the table often has the greatest

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impact on the negotiated outcome. Packed with practical steps and cases, 3-D

Negotiation demonstrates how superior setup moves plus insightful deal designs can enable you to reach remarkable agreements at the table, unattainable by standard tactics.

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accurate monitoring of expenses. In today's business world, these are must-have skills. But all too often, comprehensive business books turn the important

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Contract Negotiations: Skills, Tools and Best Practices discusses today's dynamic performance-based business environment in both the public and private business sectors. Contract Negotiations covers the

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important aspects of contract negotiation planning, conducting contract negotiations, documenting contract negotiations and contract formation. You'll find an engaging discussion of the competencies and skills that must be mastered to become a world-class contract negotiator. The book features a proven effective contract

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negotiation process, supplemented with numerous tools, forms, templates, case studies and best practices.

For years, academic thinking on negotiations and auctions has matured in different silos. Negotiation theory focused on deals between two parties, investigating psychological motivations and invoking

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ideas like 'best alternative to a negotiated agreement.' Auction theory, on the other hand, focused exclusively on situations where multiple bidders were involved and the highest bidder won. Harvard Business School professor Guhan Subramanian specializes in understanding how deals. As he studied deals in the news, observed

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deals as a participant and invited legendary dealmakers into his classroom, one commonality kept cropping up. Assets most often change hand not in a pure negotiation or a pure auction, but by a mechanism that freely combines elements from both schools of thought. Negotiators are 'fighting on two fronts' across the table,

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but also on the same side of the table with known, unknown, or possible competitors.

In *Negotiauctions*, Subramanian provides a lively tour of both negotiation and auction theory, following those summaries with an in-depth look at his hybrid theory that includes strategies that readers can use in real life situations. Along the way

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Subramanian employs multiple case studies, from studio negotiations over a new season of the TV show Frasier to his own experience purchasing a car.

Classroom tested in one of the world's best business schools, Negotiauctions is an indispensable how-to guide for anyone involved in the sale of high-value assets.

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Now available in paperback, with an all new Reader's guide, The New York Times and Business Week bestseller Co-opetition revolutionized the game of business. With over 40,000 copies sold and now in its 9th printing, Co-opetition is a business strategy that goes beyond the old rules of competition and cooperation to combine

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the advantages of both. Co-opetition is a pioneering, high profit means of leveraging business relationships. Intel, Nintendo, American Express, NutraSweet, American Airlines, and dozens of other companies have been using the strategies of co-opetition to change the game of business to their benefit. Formulating strategies based

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on game theory, authors Brandenburger and Nalebuff created a book that's insightful and instructive for managers eager to move their companies into a new mind set.

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US and in Asia and its objective is to introduce readers to the theory and best practices of effective negotiation. The book includes chapters ranging from: preparing and planning for successful negotiations; building relationships and establishing trust between negotiators; negotiating creatively to create mutual

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value and win-win situations;
understanding and dealing with negotiators
from different cultures; to managing
ethical dilemmas. In addition to
emphasizing the link between theory and
practice, the book includes deal examples
such as: Renault-Nissan alliance; mega-
merger between Arcelor and Mittal Steel;

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Kraft Foods' acquisition of Cadbury PLC, Walt Disney Company's negotiation with the Hong Kong government; and Komatsu, a Japanese firm's negotiation with Dresser, an American firm. Following the success of the first edition, the second edition re-emphasizes the spirit of linking theory to practice with two new chapters on

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Conflict is inevitable, in both
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clients call in the lawyers to haggle over who gets how much of the pie, traditional hard-bargaining tactics can lead to ruin. Too often, deals blow up, cases don't settle, relationships fall apart, justice is delayed.

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Beyond Winning charts a way out of our current crisis of confidence in the legal system. It offers a fresh look at negotiation, aimed at helping lawyers turn disputes into deals, and deals into better deals, through

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mannerisms and speech of natural leaders The ability to change someone else's opinions, beliefs, behaviour, or motivations is integral to being successful in today's competitive business scene. Each and every one of

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scholars in the field of negotiation, this clear and entertaining volume effectively blends technique with theory to present frameworks for effective negotiating, analyses of person-to-person negotiating situations

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and applications in
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organizational settings. Building
on the concept that conflict,
when managed well, can provide
the impetus for growth,
constructive change and mutual
benefit, the book is dedicated to

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breaking the paradigm of winning and losing and transforming negotiation into a search for improved solutions to problems. This is the most complete catalogue of cutting-edge negotiating tactics ever

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published. This blockbuster work is written as a playbook, a field guide, so lawyers, sales professionals and other dealmakers will actively use it as negotiations proceed. Use the tactics individually or in

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combinations. Swap them in and out as negotiations proceed for maximum effectiveness, to keep your adversary off balance, to calm them, or to close the deal.

Negotiations are fluid and the mood can change. Sticking to a

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single approach can lead to deal failure. Rosen says a superior negotiator always adjusts as a deal progresses, just as a winning coach makes in-game adjustments. There is no filler here. There are no war stories.

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This is not a biography of David Rosen's career. It is exactly what the title says - an easy-to-use directory of powerful negotiating tactics. Each technique is succinctly explained, many with useful examples. The

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descriptions range in length from a single paragraph to a few pages. While there are many very sophisticated principles at work in Rosen's catalogue of techniques, each is simply explained. This is not an

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academic work. It is a tool, a device, just like a notepad, a pen or a calculator, for dealmaking pros to reference constantly. Rosen gets high marks for his opening discussion of ethics. The tactics he compiled here are

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extremely powerful, and readers should use caution in deciding how to apply them. Some incorporate powerful psychological principles and are proven to work based on decades of heavy academic

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research. To quote Rosen from the book's Authors Note, "Some negotiators may find ideas in this book too aggressive, but that is a matter of perspective. It is not a matter of right versus wrong, or ethical versus unethical. One

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may be a principled and
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hardcore competitive negotiator
or an unprincipled, unethical
collaborative negotiator. So a
given negotiator's description of
a tactic as too "aggressive" is
really nothing more than his or

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her marking of the spot on the style continuum beyond which he or she no longer feels comfortable. Another negotiator might feel discomfort far short of that first negotiator's comfort spectrum. Others still may feel

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no discomfort even at the extremes." Who will benefit from this collection of advanced strategies? Lawyers, negotiators, sales organizations and sales professionals, business owners, mediators, and anyone involved

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in negotiating, dealmaking,
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agreement; overcoming

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objections; creating or deflating a sense of urgency; helping opposing negotiators sell your deal to their own clients; overwhelming the opposition; and strategic uses of silence and indecision. But Rosen takes you

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far beyond that, and far beyond the other, generic books on the market. He introduces you to deeply-researched psychological principles, such as Prospect Theory, Coase Theorem, Asch Conformity principles and

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concepts like reciprocity, scarcity and consistency. Each is simply explained in a way that teaches you how to use them to achieve superior outcomes. Other books on negotiating don't even address these critical topics.

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Rosen explains them and shows you how they work. Buy this guide, study it, and keep it with you. There are so many potent and compelling techniques that you'll never remember them all. One thing's for sure, however.

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Once you become familiar with
Rosen's easy-to-understand
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negotiation skills can have a profound effect on our lives – both financially and personally. No other skill will give you a better chance of optimizing your success and your organization's success. Every time you negotiate, you are looking for an increased advantage. This book delivers it, whilst ensuring

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the other party also comes away feeling good about the deal. Nothing will put you in a stronger position to build capacity, build negotiation strategies and facilitate negotiations through to successful conclusions. The Negotiation Book: Explains the importance of planning, dynamics and strategies Will

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shines a light on real world
negotiation examples and cases,
rather than discussing

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hypothetical scenarios. It reveals what is possible through preparation, persistence, creativity, and taking a strategic approach to your negotiations. Many of us enter negotiations with skepticism and without

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understanding how to truly negotiate well. Because we lack knowledge and confidence, we may abandon the negotiating process prematurely or agree to deals that leave value on the table. The Book of Real World

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Negotiations will change that once and for all by immersing you in these real world scenarios. As a result, you ' ll be better able to grasp the true power of negotiation to deal with some of the most difficult

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problems you face or to put together the best deals possible. This book also shares critical insights and lessons for instructors and students of negotiation, especially since negotiation is now being taught

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in virtually all law schools,
many business schools, and in
the field of conflict resolution.
Whether you ' re a student,
instructor, or anyone who wants
to negotiate successfully, you ' ll
be able to carefully examine

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real world negotiation situations
that will show you how to
achieve your objectives in the
most challenging of
circumstances. The cases are
organized by realms—domestic
business cases, international

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business cases, governmental
cases and cases that occur in
daily life. From these cases you
will learn more about: Exactly
how to achieve Win-Win
outcomes The critical role of
underlying interests The kind of

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thinking that goes into
generating creative options How
to consider your and the other
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(BATNA) Negotiating
successfully in the face of

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power Achieving success when
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Once you come to understand
through these cases that
negotiation is the art of the
possible, you ' ll stop saying "a
solution is impossible." With the

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knowledge and self-assurance
you gain from this book, you ' ll
roll up your sleeves and keep
negotiating until you reach a
mutually satisfactory outcome!

"A Practical Guide to
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edition outlines and provides frameworks for assessing and using five essential negotiating strategies tailored to the military environment. It includes applications to enhance the readers' understanding of these

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five strategies, properly evaluate situations, and select the most appropriate strategy" -- Provided by publisher.

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3,000 years of the history of
power, this is the definitive
guide to help readers achieve
for themselves what Queen
Elizabeth I, Henry Kissinger,
Louis XIV and Machiavelli learnt

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the hard way. Law 1: Never
outshine the master Law 2:
Never put too much trust in
friends; learn how to use
enemies Law 3: Conceal your
intentions Law 4: Always say
less than necessary. The text is

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bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who

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have wielded - or been
victimised by - power. _____

(From the Playboy interview
with Jay-Z, April 2003)

PLAYBOY: Rap careers are
usually over fast: one or two

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hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have

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success, to start surrounding yourself with fake people. In The 48 Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my

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childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

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Negotiating is something that we all do, whether at work or at home. But what if

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we come across someone who just won't give in? How can we defend ourselves against manipulation? And how do we say 'no' without compromising a deal? Legend has it that the

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Kremlin school of negotiation was born in Russia in the 1920s, under the rule of Joseph Stalin, and it still has its followers and advocates to this day. Using the official Kremlin method and years of

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business experience, Igor Ryzov guides us through the most effective techniques in negotiating terms that satisfy both parties. From knowing how to get the most information about a potential

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deal, to how to read your counterpart, and advice on defusing tension, this comprehensive handbook ensures a mutually acceptable resolution that leaves you walking away

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successful. With practical examples, and exercises to hone your negotiating skills, The Kremlin School of Negotiation will offer the tools you need to master any deal.

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life case studies to explain how to prepare for and execute negotiations, from identifying opportunities to overcoming resistance and defusing hardball tactics. Reprint. 30,000 first printing.

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personalized negotiating strategy.

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professor, and accomplished
CEO Victoria Medvec delivers
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eliminating the fear that

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impedes success in negotiation. In this book, readers will discover unique and proprietary negotiation strategies honed over decades advising Fortune 500 clients on high-stakes,

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complex negotiations.
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confidence and maximize
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You'll learn how to: Put the right issues on the table by defining your objectives for the negotiation Analyze the issues being negotiated with an Issue Matrix to ensure you have the right issues to

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secure what you want

Establish ambitious goals

using a proprietary tool to

identify the weaknesses in

the other side's best outside

alternative (BATNA)

Leverage a unique

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architecture for creating and
delivering Multiple
Equivalent Simultaneous
Offers (MESOs) Negotiate
Without Fear belongs on the
bookshelves of executives
and all the dealmakers who

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work for them. Additionally, specific advice is provided in every chapter for individuals who are negotiating for themselves and in the everyday world. This book is an invaluable guide for

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anyone who hopes to
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interests, creates new

options, and uses objective

criteria to help two parties

reach an agreement

Negotiation: An Artful

Science by Dr. David H.

Henard blends leading edge

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research insights with practical, real world applications to create a text that is both insightful and easy to read. Useful as a negotiation course textbook or simply as an individual

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guide, this book covers the gamut from core negotiation concepts to common myths & mistakes to overcoming objections to negotiation strategies and tactics. The content is applicable to a

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wide variety of industries and organizations. Individual and multi-party negotiations are examined. Other special negotiation situations such as issues for female negotiators, negotiating via

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negotiations, prejudice &
bias, salary negotiations, and
even detecting lying by your
counterparts are covered.
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negotiation, psychology,
sociology, and business to
provide perspectives not
found in other texts.
Unlocking Yes: Sales
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Strategy specifically addresses the negotiation needs of sales professionals. Using real life examples, learn how to engage professional buyers who are well-schooled in

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truthful in the hard lessons
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learned when things went

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wrong. Familiarize yourself
with examples of 12

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sophisticated buyers use on
professional sellers along

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with tips to navigate these bargaining strategies.

Unlocking Yes is current, relevant and adds value to any sales organization or individuals in the midst or planning to make large

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purchases because it is philosophically results based. Whether it's buying a home, budgeting for a wedding, or even buying a car, we all need to negotiate. In this book, I'll share insider tips,

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as well as teach you how to master the fundamentals, set clear objectives, and overcome obstacles (i.e. turn 'no' into 'yes') whether you are negotiating for yourself, or on behalf of your

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investor who nets results and
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table because they are out

gunned, out maneuvered, and

out played by savvy buyers,

who have been schooled in the

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art and science of negotiation.

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more power than ever

before—more information, more

at stake, and more control over

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almost always enter sales

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negotiations in a much stronger position than the salespeople on the other side of the table. The results are sadly predictable: salespeople and their companies end up on the losing end of the deal. In this brutal

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paradigm, if you fail to master the skills, strategies, and tactics to go toe-to-toe with modern buyers and win at the sales negotiation table, your income and long-term earning potential will suffer—along with your

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company's growth, profits, and
market valuation. In his new

book INKED: The Ultimate

Guide to Powerful Closing and

Sales Negotiation Tactics that

Unlock YES and Seal the Deal,

Jeb Blount levels the playing

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field by giving you the strategies, tactics, techniques, skills, and human-influence frameworks required to become a powerful and effective sales negotiator. In his signature, straightforward style, Jeb pulls

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no punches. He slaps you right in the face with the cold, hard truth and lays bare the reasons why you keep getting beaten by buyers who have been trained in how to play you. Then, he teaches you exactly what you

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powerful tactics in your sales arsenal, you will approach sales negotiations with the confidence and power to take control of the conversation and get the prices, terms, and

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*to: Understand the game so you
can better control what happens
Predict the sequence of negotiation
activities and move from
disagreement toward agreement
Identify the strategies and tactics of
other players in the game. Apply the*

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*rules of the game - the "do's and
don'ts" that will ultimately lead to
success*

*We all negotiate on a daily basis.
We negotiate with our spouses,
children, parents, and friends. We
negotiate when we rent an*

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apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without

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contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers,

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negotiations and in your business transactions. The book is unique in

two ways. First, the book not only

covers negotiation concepts, but

also provides practical actions you

can take in future negotiations. This

includes a Negotiation Planning

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Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of “decision trees,” which are useful in calculating your

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alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and

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*zone of potential agreement; (5)
clear guidelines on ethical
standards that apply to negotiations;
(6) factors to consider when
deciding whether you should
negotiate through an agent; (7)
psychological tools you can use in*

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negotiations—and traps to avoid when the other side uses them; (8)

key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is

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unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table

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without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on

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contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not

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divided into independent phases. What happens during a negotiation

has a profound impact on the

contract and on the performance

that follows. The contract's legal

content should reflect the realities of

what happened at the bargaining

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young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a

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