

INTRODUCTION

MODULE 23

Negotiating Strategies and Tactics

Your ability to negotiate well on your own behalf can have a major impact on improving the quality of your life and work.

The most effective people in every area of business and personal life seem to be excellent at representing themselves and getting the very best terms and conditions whether or not they are buying, selling, applying for a job or hiring someone else.

Wonderfully enough, the ability to negotiate is a learned skill, like riding a bicycle or typing. When you learn the ideas, methods and techniques taught in this program, then practice them on a regular basis, you will be amazed at how much more effective you are in all of your interactions with people, both at work and at home.

With excellent negotiating skills, you can save or gain hundreds, if not thousands of dollars for yourself, your company and your family in the weeks, months and years ahead.

“Every price or term, whether buying or selling, is a best-guess by someone as to what the market will bear.”

WHAT YOU WILL LEARN IN THIS SESSION

“You can always
get a better deal
if you know how
to ask for it
in the best
possible way.”

1. Negotiating — the critical skill;
2. Why everything is negotiable;
3. Determining what you really want;
4. Doing your homework;
5. The keys to business negotiating;
6. Using power as a negotiating tool;
7. How emotions can help your virtues;
8. Developing options in negotiating;
9. The element of time in negotiating;
10. Negotiating complex agreements.