

130

SUREFIRE NEGOTIATING
STRATEGIES

Seal the Deal

LEONARD KOREN
& PETER GOODMAN

Seal The Deal 130 Surefire Negotiating Strategies

Jim Hennig



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Seal the Deal Leonard Koren, Peter Goodman, 2004 From soft sell to hardball from sweet persuasion to total war these powerful bargaining tactics help salespeople win every time *Seal the Deal* teaches the real art of the deal in only one hour

Intelligent Leadership John Mattone, 2013 In today's business environment leaders at all levels are facing enormous challenges when it comes to achieving and sustaining breakthrough operating results Globalization economic change more stringent regulation and tougher governance make realizing shareholder value increasingly difficult *Intelligent Leadership* is written for leaders who want to become more effective strategically focused and balanced It is for leaders who are striving to take control of their destiny and become the best they can be In this groundbreaking book leadership coach John Mattone recently named to the guru radar by the prestigious *Thinkers50* taps into his years of experience working with high achieving professionals to give readers a roadmap for developing and mastering their executive maturity Supplying three unique tools the Wheel of Leadership Success Map of Leadership Maturity and the Leadership Enneagram the book helps readers calibrate their abilities so they can simultaneously focus on their strengths and address their weaknesses The goal is to improve key tactical competencies such as critical and strategic thinking decision making talent and team leadership and communication and integrate them with equally important inner traits like values character and beliefs in order to achieve their leadership potential Featuring best practices authoritative research practical assessments and enlightening examples of both good and bad leadership this book equips readers with the knowledge skills and passion they need to become the leaders they were meant to be

Forthcoming Books Rose Arny, 2003-12 *INKED* Jeb Blount, 2020-01-07 Learn powerful closing and sales negotiation tactics that unlock yes and seal the deal Each year sales professionals leave billions of dollars on the table because they are outgunned outmaneuvered and outplayed by savvy buyers who have been schooled in the art and science of negotiation Because today's buyers have more power than ever before more information more at stake and more control over the buying process they almost always enter sales 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 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 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 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 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 need to know do and say to gain more control and more power over the outcomes of your deals and WIN You'll learn

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too aggressive is really nothing more than his or 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 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 in negotiating, dealmaking, selling, cold calling, following up, and closing deals. What will you learn? A small sample of the dozens of tactics: motivating others to buy, sell, or reach other agreement; overcoming 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 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 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. 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: Once you become familiar with Rosen's easy-to-understand strategies, you'll never negotiate without this book again. *How to Say it* Jim Hennig, 2008

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