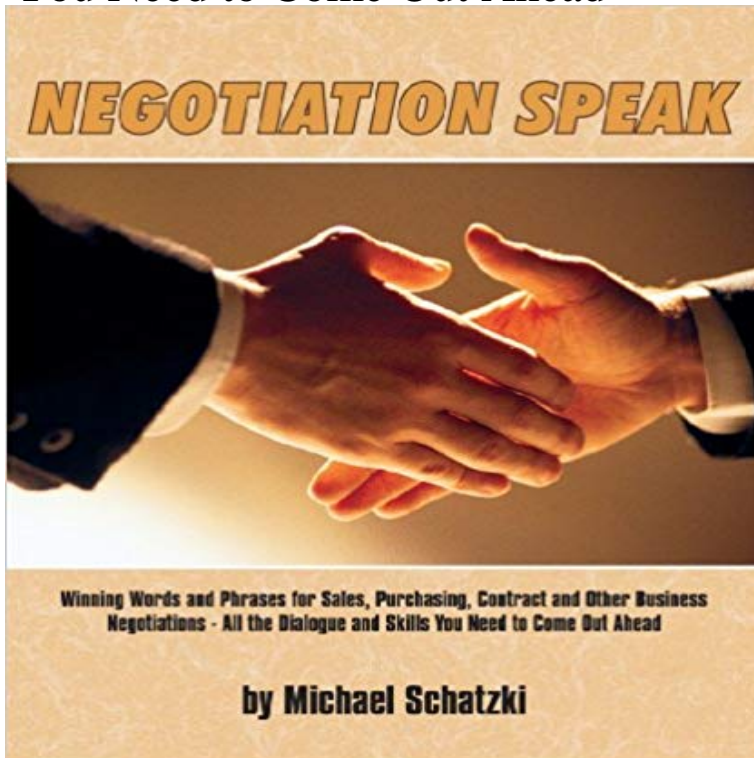


Negotiation Speak: Winning Words and Phrases for Sales, Purchasing, Contract and Other Business Negotiations - All the Dialogue and Skills You Need to Come Out Ahead



You are about to enter into an important negotiation. You have done your homework, you have a plan and a strategy. But now you are face to face or on the phone with the other person. What should you say, when should you say it, how should you say it? That is what this book is all about. It will guide you through the negotiating process and make sure that you have the right words at your fingertips for any negotiating situation that you encounter. Negotiation Speak is divided into five parts. The first part focuses on the core concepts and structures that apply to any negotiation. This is the only section of the book that does not have any scripts or dialogues. The next four sections of the book focus on what to say when you're actually conducting the negotiation. Section two, Building the Base, focuses on gathering information, setting expectations, building relationships, and creating a win/win situation. The third section, Tactics and Strategies, examines all the things that go on during the negotiation back-and-forth. The fourth section, Going for the Close, focuses on concessions and reaching the final agreement. Finally, in the fifth section, What to Say in a Typical Negotiation, the author walks you through some key business negotiations from beginning to end, including a sales negotiation, a purchasing negotiation and even how to negotiate salary and benefits for a new job.

About the Author For more than 20 years, Michael Schatzki has designed and delivered negotiation seminars for businesses and organizations in the United States, Asia, Europe, the Middle East, and South America. Plus, as a practicing negotiator and consultant, he helps clients navigate and succeed with their most challenging negotiations. He received his B.A., Magna Cum Laude, from Haverford College, and his M.P.A. from the Woodrow Wilson School of Princeton University.

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