

KEEP IT  
REAL

*Negotiating in Tough Economic  
Times: Strategies and  
Techniques to Get More Gigs  
and Higher Fees*

Presented by

[Greg Williams](#)

The Master Negotiator





### **Negotiate Your Way To Riches!**

In today's tough economic environment, professional speakers have to be more creative to generate revenue and sustain their businesses. Some speakers are literally giving their services away (speaking for free) in hopes of 'landing that big gig'. That strategy is not bad. You could enhance it.

A former mentor of mine was very fond of saying, 'the more you speak, the more you'll speak.' The meaning being, the more audiences you're in front of, in theory, the more speaking engagements you should get. There's irony in that statement when you speak for free, or at a discounted fee.

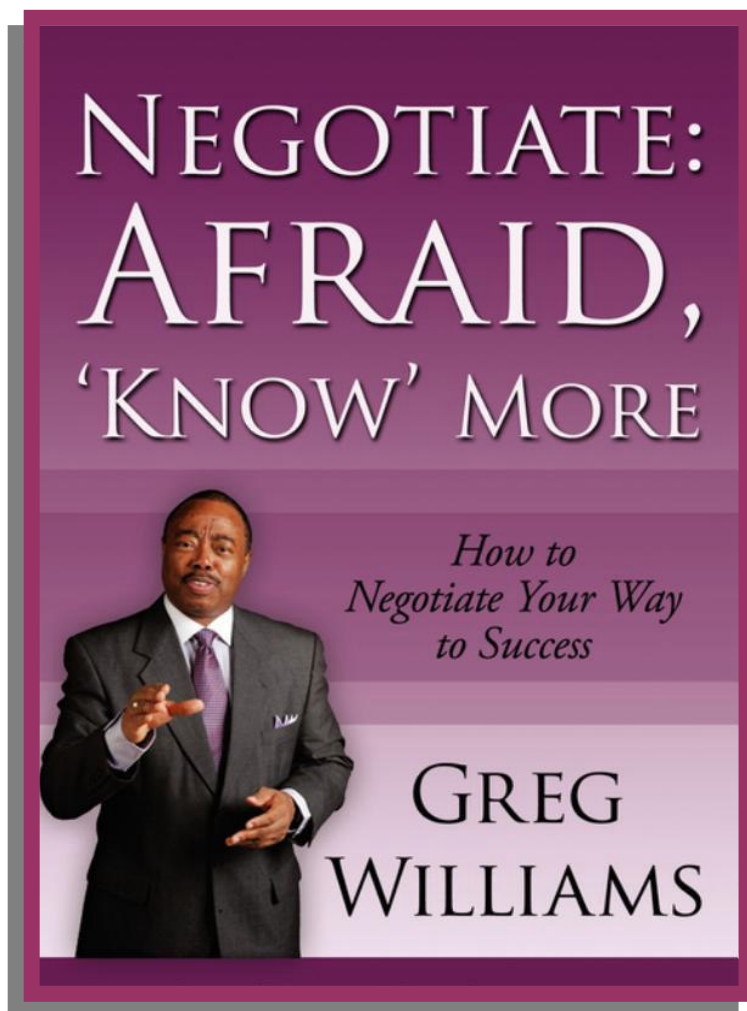
If you continuously speak for free or at a discount, you will get more free or discounted speaking gigs, but sooner or later, you'll end up 'out of the speaking business'.

One thing you might consider, as you move from one free or discounted gig to another, is establishing a doorway whereby you create a future end to your free or discounted presentations. In order to do so ...

- Establish a subliminal thought, in the minds of your clients, that you are only speaking for free or at a discount for a specified length of time. Consider using a coupon or something akin to such that they have to redeem in order to get the free or discounted speech. Once economic times get better, you can discontinue the usage of the coupon and with it your free or discounted presentations.

*Negotiating in Tough  
Economic Times:  
Strategies and Techniques to  
Get More Gigs and Higher Fees*

Presented By  
**Greg Williams**  
**The Master Negotiator**



Negotiation, even the word can cause stress in the minds of some people. In business, the fear of negotiating, and negotiating well, can be the death knoll of the business. Even worse, when negotiating against the perception of a larger entity, one that has greater resources, some people will forgo the attempt to negotiate, for fear of losing business.

Today's presentation will explore ...

- How to prepare for negotiation sessions
- The psychology behind the fear of negotiating
- The value of being able to read body language when negotiating
- The role emotions play in a negotiation
- The number 1 way to guarantee you get more out of every negotiation session
- Tactics and strategies that help move to successful negotiation outcomes
- The optimum time to test an offer
- What to do when you hear 'no' in order to see 'maybe'
- The 'right' way to compromise
- How to close the negotiation and be sure the deal stays together

In the American society of which we live, more than any place in the world, we are taught to accept a price, or offer, when presented with it. We are taught not to question a price. When a price, or offer, is legitimized in writing, we tend to believe that price is

etched in stone. It becomes unmovable to the degree that we mentally believe that to be the truth.

One simple question you should always ask when making a purchase, or offering a service or product for sale is, 'is that the best you can do'? When posed in the right environment, you will be pleasantly surprised at the positive results you receive. In a worst-case scenario, the response is, no. If that's the case, you have not lost anything. You are no worse off than before you asked the question. On the other hand, the seller just might lower her price, or better her offer. Thus, you save, or earn extra money.



Some people feel cheap, or have their status lowered in their own minds, when they ask for a price reduction, or price increase. We are all aware of some of the names that have been associated with people who employ these tactics.

Unfortunately, two words that we don't associate, and maybe we should, are "better off."

As you go throughout your day tomorrow, just for fun, ask people that you have any business dealings with, if they can do better on their price, or offer. If it makes you feel better, tell them you are seeking a lower price, or a better offer as part of a negotiation experiment you are involved in. Ask them to help you with this endeavor. Ask them to help by lowering their price, or enhancing their offer, by any small amount. Once you get good at negotiating, you can set a target amount that you would like to have taken off the cost of a service or merchandise. By the way, asking people to help you is a tactic you can use when negotiating. Most people love to help their fellow man, be that fellow man male or female 😊.

When it comes to negotiating, as the saying goes, 'Just do it!' You might be pleasantly surprised with the outcome. Always remember, you're always negotiating.

**To receive your free 'Negotiation Tip of the Week,'**

Visit [www.TheMasterNegotiator.com](http://www.TheMasterNegotiator.com)

Or send an e-mail to [Greg@TheMasterNegotiator.com](mailto:Greg@TheMasterNegotiator.com)

# Pre Negotiation Test

Rate yourself with the following scale:

1-poor                      2-average                      3-good  
4-very good                      5-excellent

Rating
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.

Please rate the following:

1. I am prepared when I begin to negotiate.
2. I always know my bottom line.
3. I have information about my opponent.
4. I am solution oriented.
5. I am able to identify weaknesses in others.
6. I am open-minded.
7. I listen well and take notes.
8. I speak and communicate so others can understand.
9. I don't interrupt when the person I'm negotiating with is talking.
10. I am not afraid to talk hard dollars.
11. I use humor when I am negotiating.
12. During negotiations, I collect chits and I know when to use them.
13. I try to get friendly with the person I'm negotiating with.
14. I don't argue or insult my opponent.
15. I am cool under pressure.
16. I am not easily intimidated.
17. I know when to close the deal.
18. I am willing to walk away from a bad deal.
19. I don't give in easily, but I am not stubborn.
20. I think of myself as a winner.

Total

## SO, WHAT'S YOUR SCORE?

(90 - 100)	PRO
(80 - 89)	SEMI-PRO.
(64 - 79)	Win some, lose some.
(49 - 63)	Lose more than win.
(35 - 48)	HELP! Try easy stuff like talking your kids out of a raise in their allowance.
(20 - 34)	You can't negotiate a left hand turn.
(19 - under)	Flip burgers

For whatever reason you are seeking to improve your negotiation skills, it is safe to say that the reason why anyone negotiates is to make sure they reach an overall goal. The following seven steps to negotiating will lead you to success during any negotiation situation.

## How To Prepare For Negotiation Sessions

Too many people walk into a negotiation situation completely unprepared. They do not consider some of the situations they could incur and thus, they have no plan for reaching their end goal. It's very important to imagine the possible situations that you might encounter in order to reach the goal you seek. By doing so, you prepare mentally to address the tactics that might be used against you and how you might respond to those tactics. These three steps will get you prepared to negotiate.

1. Before entering into a negotiation, check your mental state of mind to be sure you're mentally fit to address the situation you're about to encounter. If you're not mentally prepared to negotiate, you'll do yourself and your negotiation position an injustice by mentally performing the equivalent of sleepwalking through the negotiation.
2. Before the negotiation starts, psyche yourself up. You know yourself better than anyone. Find your magical mental buttons that need to be pushed and push the heck out of them. Do what it takes to become mentally engaged in order to prepare for the negotiation.
3. Look for all the positive benefits that can come from the negotiation and use those thoughts as sources of motivation. Realize that negativity can also be a positive occurrence in a negotiation. If you're fearful of the negativity that can come from the negotiation, sooth yourself by thinking of what you can do to offset such emotions. Then, prepare for anything that you might perceive as negative and determine how you can turn it into a positive aspect for your negotiation position.



If you stay mentally sharp before, during, and after a negotiation, you'll have the control needed to achieve the outcome you seek.

### Notes

---

---

---

---

---

---

---

---

---

---

## The Psychology Behind The Fear Of Negotiating

When you're making a purchase, are you afraid to ask for a lower price? When you're selling something, are you afraid to ask for a higher price? If you find yourself in either situation, you're not alone. Many people are afraid to ask for a lower price when they're making a purchase, or ask for a higher price when selling an item, or their services. You project the value of your self-worth in the display of your perceived value.

There is a psychology involved in both situations.

Most people flinch from situations that require them to negotiate. They do not want to appear to be cheap. Many people will say they feel cheesy and some will go as far as to say, they get knots in their stomach when they have to negotiate.

It doesn't have to be that way. Negotiations should be viewed as an opportunity to save or earn more money. Make a game of it. That's right, I said make a game of it. As children, we loved playing games and we were not inhibited by our emotional feelings.



If you're afraid to negotiate for anything that has value to you, act like you're playing a game. The game is to see just how good of a deal you can get. After all, nothing ventured, is nothing gained. If you don't ask for something, you'll get exactly what you ask for nothing. What's the worse that can happen? You ask for a price reduction, if you're the buyer or a price increases if you're the seller. The other party either says yes or no. If they say no, you're no worse off than you were before you asked the question of a price increase or decrease. In a best-case scenario, you might be surprised and rewarded by receiving what you ask for. Isn't that a pleasant thought?

The next time you're in a situation that offers the opportunity to ask for a lower or higher price, just try asking, can you do better than that? Then, don't say anything until you receive a reply from the other person. Try it - you just might like it. Remember, you're just playing a game.

### Notes

---

---

---

---

---

---

---

---

---

---



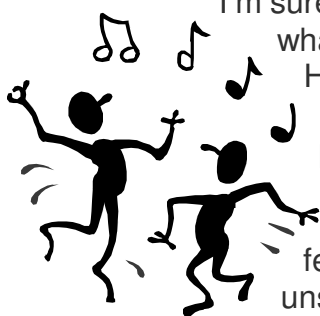
## Reading Body Language When Negotiating

Reading body language when you negotiate can be very insightful and very beneficial. It gives the negotiator that can interpret the thoughts and gestures of his negotiation opponent an additional advantage. Once you're able to read body language, with a high degree of accuracy, you'll be on your way to achieving more favorable negotiation outcomes.

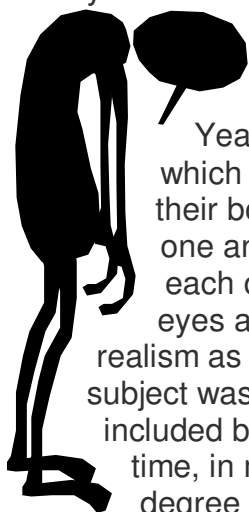
In my writings I've outlined the value of observing non-verbal signals, also called body language, when negotiating. Many have asked, what does it really take to become keen at reading body language? To which I've responded, it takes practice, good observation skills, the ability to listen more than you speak, and a willingness and desire to really get good at reading body language.

I'm sure you've experienced situations when you knew what someone was going to say, before they said it.

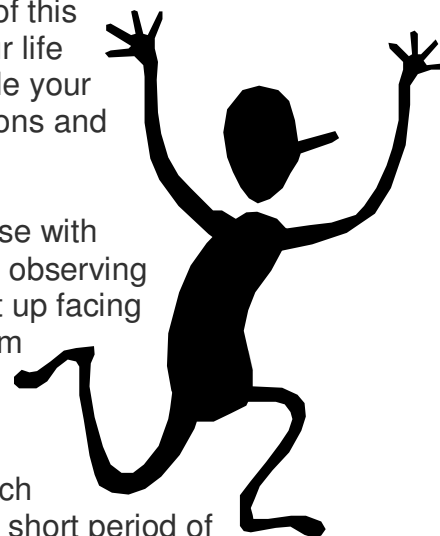
How did that occur? How were you able to tap into their mental state of mind and extract the thought they were about to pronounce, before they spoke? It occurred as the result of you being mentally synchronized with that individual. I'm sure you've also heard someone say to you, I had a feeling you were going to say that. A feeling ... what aura were you generating to allow someone to hear your unspoken thought, to see into the hidden chambers of your mind, to experience that kinesthetic connection, before your announcement?



As we think about what we're in the process of conveying to someone else, our bodies prepare to deliver that message by going through and evaluation of how that message will be delivered. At that point, in a nanosecond, our bodies go through the process of mentally delivering the message and imagining the response. All of this happens, literally, at the speed of thought. I'm sure at times in your life you've been told to hide your feelings and at other times, don't hide your feelings. Your feelings about a subject convey emotions and your emotions can be read when you negotiate.



Years ago, I participated in a study that pointed out the ease with which you can tap into someone's thoughts and emotions by observing their body language. In that study, two individuals sat straight up facing one another, with their knees approximately a few inches from each other. The first subject was instructed to close her eyes and mentally enact a situation, with the degree of realism as though that situation was really occurring. The second subject was instructed to mimic the actions of the first person, which included breathing to the same rhythm of the first person. After a short period of time, in most cases, the second subject was able to feel and announce with a high degree of accuracy, what the first subject was experiencing. I walked out of that study thinking, 'Wow that was mind expanding.'



Below are two exercises you can practice to enhance your ability to become more perceptive and enhance your ability to read body language ...

Sit in a quiet environment and listen to the sounds around you. Take note of what you hear and see. You may be thinking if the environment is quiet, I'm not going to hear anything. That's not true. Even though there's quietness in the environment, there are still sounds to be heard. Can you hear them? Once you begin to hear the sounds of quietness, your listening skills will become sharper and your negotiation skills will become keener.

In a very noisy and active environment, focus on one conversation or activity that is slightly out of your hearing range, but close enough that you can make out some of the conversation that's occurring between the participants. See how well you can focus on that situation while blocking out other activities and noises going on around you. Once you're able to mentally hone your observation skills, to the degree that you can block out all of the external noises around you, your observation skills will begin to become more impeccable.

Once you become good at deciphering the unspoken word that conveys a hidden meaning, you'll be on your way to getting more out of every negotiation session. You'll also notice that your negotiation outcomes will become more favorable to all parties involved ... and everything will be right with the world.

### Notes

---

---

---

---

---

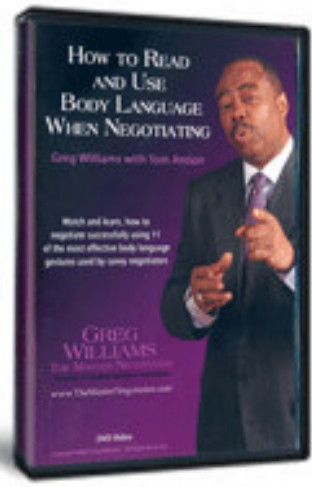
---

---

---

---

---

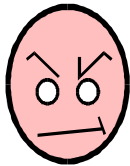


**How to Read and Use Body Language When Negotiating**

## The Role Emotions Play In A Negotiation

All of us have different points of resistance and when those points are touched, we react differently. An understanding of human nature gives you the necessary insight that allows you to determine what moves you need to make to get what you want, when negotiating.

You need to determine, what will make someone get upset, what will make them happy to do business with you, and what might make them say “forget it, I’m out of here!”

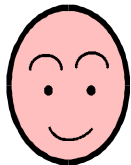


We all are different individuals. We are all creatures that react to different stimuli. As a result of this, what I do to you may not have the same affect on another person.



You have to understand what will make a person reacts in the way you want them to react, based on the buttons you want to push.

Most people have preferences in the way they communicate. Will the people you negotiate with be more auditory, visual or kinesthetic?



People that are auditory have a tendency to say: “Oh yes, I hear what you are saying.”



People that are visual will use words or phrases such as: “Oh, I see what you mean.”

People that are kinesthetic will say: “Oh, I feel good about this.”

Those particular human traits exist simply as preferences of communication.

### Notes

---

---

---

---

---

---

---

---

---

---

## Tactics And Strategies

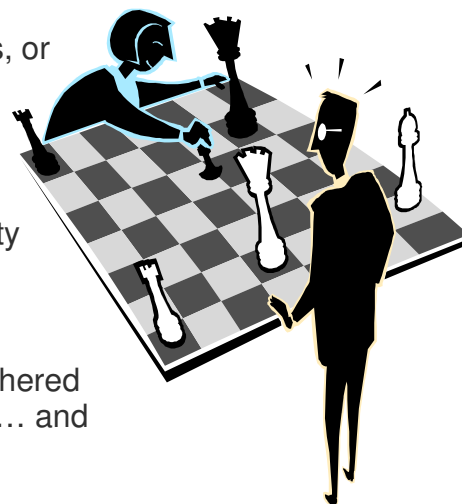
### Time

When you plan a negotiation session(s), give careful consideration to the implication of time. Be astutely aware of how time will bound your session.

One of the key ingredients to negotiating successfully is to gain awareness of the time constraints placed on the other party. To the degree you have information about their time constraints, you have a powerful tool in your arsenal of strategies and tactics you can employ. If you know they are under a very tight time constraint and you're the only source from which they can get what they need, you're position becomes even more powerful (note: if at all possible, try never to place yourself in a position of only having one source from which to obtain what you seek).

As you negotiate, use the strategy of time constraint wisely. By that I mean, if you give the other person a deadline by which to address a situation, first, tie some form of penalty to that deadline. Then, if he does not meet the request tied to the deadline, be ready to apply the penalties.

If you allow a deadline to expire without applying penalties, or exacting some toll for its expiration, you will weaken your negotiation position, if you try to use time in the same fashion as before. In addition, your overall negotiation position will be weakened, because things you say after that point will be brought into question, as far as your ability to follow through.



When it comes to using time as a constraint, a tool, or a strategy, always consider the implication of it not being adhered to. Use time wisely and you'll come out ahead every time ... and everything will be right with the world.

### Silence

Most people have heard the cliché, 'silence is golden.' If that's true, how can silence lead to gold, when negotiating?

A business associate told me of a situation she encountered, when suggesting a price for a service provided by her company. Once she gave her prospective customer the price, the prospect didn't say a word, nothing, nada, for several moments. My associate, feeling uncomfortable, started giving extra services, on top of what had already been offered, to get her prospect back into the mind set of considering her company to do business with. After more time passed, finally the prospect said OK to the offer.

Let's examine what occurred ...

1. An offer was made
2. The recipient of the offer received the information and did not comment

3. My associate started talking
4. The recipient accepted the offer

Is silence golden? In the situation mentioned above, the prospect received additional services than what was initially offered, simply because she did not respond, when the initial offer was made (silence). Savvy negotiators understand that silence can be used as a tool. A lot of people feel uncomfortable when they are in a negotiation environment and there's silence. When someone makes an offer, they expect the recipient to give them verbal feedback, indicating the perception of the recipient to the offer. Too many times, when an offer is made, the person making the offer does not know what to do next, when they encounter silence and thus they start talking. The more they talk, the more they're likely to have 'diarrhea of the mouth.' They will tend to 'give away' things/stuff that was not warranted.



When you're negotiating, make your offer and then 'shut up!' Don't negotiate against yourself. Wait until you've received feedback from the person you made the offer to, before trying to 'sweeten the offer.' If your offer is met with silence, be silent. The recipient may be thinking of how they can afford your product or service. They may be thinking of a counter offer. They may be thinking of what they're going to have for dinner that night. They may be thinking of anything, everything and nothing. Nevertheless, don't jump in just because there's silence. Follow these guidelines when negotiating and you encounter silence ...

### Body Language

When you negotiate, how do you cringe? Or better yet, do you cringe when you negotiate? Cringing, (an expression that conveys a shocked state of emotion) can be a very effective tool and thus a good strategy to employ when negotiating. When negotiating, regardless of how good the first offer, or subsequent offer is, cringe.

Cringing during a negotiation is a way to send a verbal and/or nonverbal message that indicates you are not satisfied with what has been proposed. It also sets the stage to imply that your opponent's offer is being perceived as unreasonable and needs to be enhanced. Depending upon the degree of the cringe, the message conveyed can be mild, strong, or downright indignant.

A nonverbal cringe is a way to probe an offer, without saying a word. The reason cringing is such a good strategy is due to the perception of your opponent. At the point of your cringe, your opponent is not exactly sure of your perception to her offer, but she knows it's not favorable. Nevertheless, she doesn't know to what degree you are dissatisfied with her offer. Thus, if you cringe when an offer is made and observe the perception of it, by your opponent, you glimpse her inner perspective, while projecting your position.

Understand the fact that while cringing can be nonverbal, it can also be verbal. It takes a verbal form when you say something like, Are you for real? You've got to be kidding, right? Or, do something as simple as just laugh at an offer.

**Note:** When you cringe, don't give direction as to how far your opponent's offer is from where you would like it to be. At the point of the cringe, you don't want to give insight into how close or how far apart you are. One of the spillover benefits of your cringe is to get your opponent to negotiate against himself. The hope is that he will better the offer without you having to put anything else up. The point of the matter is, in some situations, non-savvy negotiators will react to your cringe by making a better offer. In essence, they will start negotiating against themselves, which in turn will enhance your position.

When using the cringing strategy with savvy negotiators, understand your message will still be conveyed, but you may not get a reaction from that person. That person understands how the cringing strategy is used and thus she is less apt to react to it. If that is the case, use silence to get her to probe for additional information. After she probes for your perception of the offer, simply state, you have to do better.

Nevertheless, when you cringe during a negotiation, your message will still be sent, be your opponent a savvy negotiator or a non-savvy negotiator. The thought that you are not 100% satisfied with the offer will be conveyed. Use the cringing strategy when you negotiate and do not be overly concerned about the outcome. If you use a nonverbal cringe and the deal starts to go astray, you can always say your expression was misperceived. Do not be afraid to use cringing when negotiating. You can't/wont lose what you don't have... and everything will be right with the world.

## Notes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

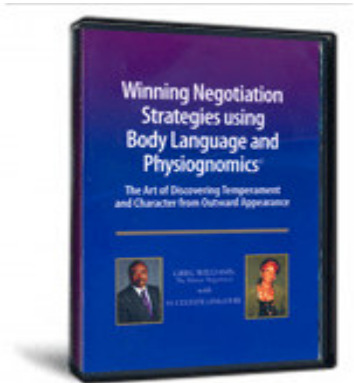
---

---

# When To Test An Offer

The optimum time to test an offer is dependent upon the factors occurring in the negotiation. One needs to look for extremes at either end of the negotiation spectrum, (anger, bewilderment - gaiety, benevolence) in order to deduce the proper time to test an offer. In so doing, assess the overall flow of the negotiation in order to determine where you are in the negotiation.

Observe the body language of the other negotiator to determine the mindset of that individual. This will give you more insight than any other aspect, which in turn will indicate the appropriate time to test and offer.



[Winning Negotiation Strategies Using Body Language and Physiognomics](#)

**Notes**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# What To Do If You Hear No In Order To See Maybe

When you negotiate, how do you position your offer in order to enhance the probability of reaching your goal(s)? The way you position your offer, to a great degree, determines whether it will be accepted as presented, downgraded, or worse, completely ignored.

When people negotiate, too many times they present their offer in a haphazard manner. They may not convey the offer with conviction, or succinctly, which in turn will cause their negotiating partner not to place a high degree of perceived value on the offer. If the response is not favorable, a good negotiator will probe again to determine what, in theory, can be offered to reach the cloaked goal. While doing this, a savvy negotiator will be gaining valuable insight into how their negotiation partner is thinking and what stimuli might increase the probability of a successful negotiation outcome.

As a result, a savvy negotiator will take into consideration several factors when contemplating how to present and position her offer ...

1. What's the skill level of the person I'm negotiating with?

2. How badly does my negotiation partner need this deal?

What value does my offer have to my partner?

4. What will occur if my negotiation partner can't close the deal?

5. What might the other party's 'fall back' strategy be?

6. To what degree will I have to give up what I have of value to get what I'm seeking?

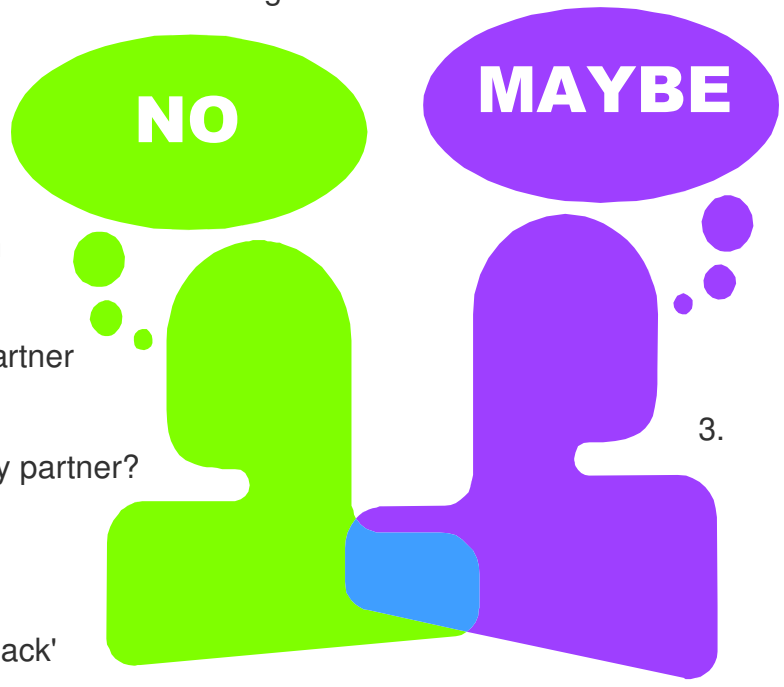
7. How hard can I negotiate/push for the outcome I desire without jeopardizing the whole deal?

8. What time constraint is the negotiation under?

9. What 'fall back' strategies will I employ to assist me in reaching my goal(s)?

10. What will I do, if I can't successfully close this session?

In asking yourself the above questions, you'll gain insight into the direction you should progress during the negotiation, but even more, you will have gained great insight into how to position your value proposition before the negotiation.







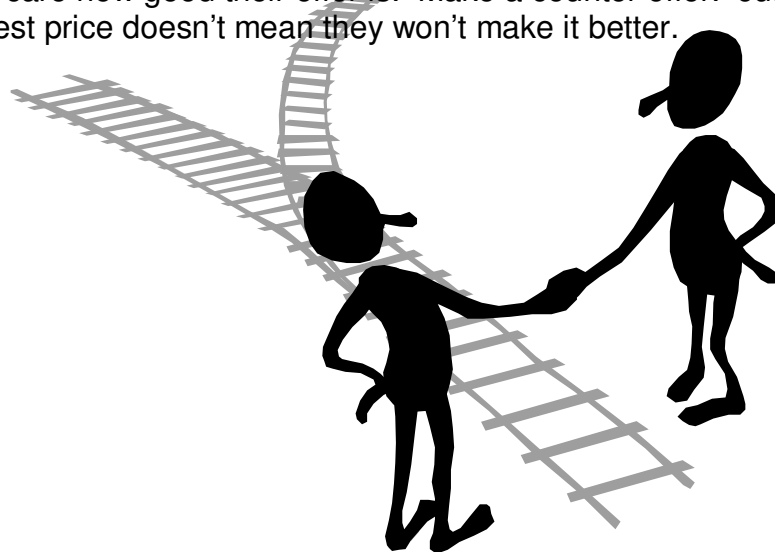
## The Right Way To Compromise

There are different ways to compromise. If you compromise too much, too quickly, you set yourself up to be bombarded with more requests to compromise.

When you compromise, make sure you do it slowly, very deliberately, and in small increments. Don't make large concessions. Doing so, send the wrong message.

For example, in the car dealership scenario, the dealer tells you, he has an automobile for \$50,000, but since he likes the way you look, he will see the car to you for \$35,000. If you consent to this offer, you won't know if the dealer may have sold you that same car for a lower price. If nothing else, you'll wonder what was really behind him dropping the price of the car so drastically and so fast.

The lesson here is: when someone tells you what their price is, always make a counter offer. I don't care how good their offer is. Make a counter offer. Just because they say that's their best price doesn't mean they won't make it better.



Notes

---

---

---

---

---

---

---

---

---

---

## How To Close The Negotiation And Be Sure The Deal Stays Together

Before you negotiate, do you consider how your positioning will influence the outcome of the negotiation? When I speak to groups around the US and other countries, about improving their negotiation skills, I talk about the inherent value that positioning holds.



As you seek a favorable conclusion to a negotiation, your positioning of what will occur next and how the covenants of the negotiation will be addressed will have a great impact on the probability the deal will stay together. At the conclusion of the negotiation, if you've positioned yourself in a manner that sets the expectation that the deal was hard fought and fair, you have begun to subliminally set the expectation that all parties involved are happy and satisfied with the outcome; it goes without saying, you need to get the other party's 'buy in' to that perception. By positioning the outcome in such a manner, you'll be setting the stage whereby the way the outcome has been cast will stay intact.

In the same manner people make judgments about a book, a building, and many aspects of life, they do so by the façade they see and perceive. In order to enhance your negotiation outcomes, understand the importance of positioning and the overall impact it has on the outcome of the negotiation. Position yourself according to the 'role' you will play before, during and after the negotiation and your negotiations will be a lot smoother than what might otherwise be the case ... and everything will be right with the world.

### The Negotiation Lessons are...

As you create the image you'll project in a negotiation, consider how that demeanor will be received and the overall effect it will cast throughout the negotiation. Be sure to choose the right image for the right situation.

Always have multiple images that you can project depended upon the situation you find yourself in during the negotiation. Take into consideration how one image will morph into another and how different images will be perceived. Tie your images to the overall positioning you've created for the negotiation.

Once a deal has been consummated, verify that your opponent understands the deal. Congratulate your opponent on being able to work with you to reach a satisfactory outcome. Praise your opponent for being a good negotiator and point out how good the deal is for your opponent. What you're doing with the praise and reaffirmation of how good the deal is for your opponent is getting his 'buy in' to stay engage in the convenient of the deal. By doing so, your opponent is less likely to violate the agreement and be more willing to stay engage in the deal.

## Post Negotiation Test

Now that you've learned some new negotiation strategies and tactics, and you've become a savvy negotiator, it's time to take that negotiation test again. This time, treat the test as a way to test and reflect upon some of the new knowledge you've acquired.

Rate yourself, based on the following quiz:

1-poor                      2-average                      3-good  
4-very good                      5-excellent

1. I am prepared when I begin to negotiate.
  - o Understand why and for what you are negotiating.
2. I always know my bottom line.
  - o Identify your goals when you are negotiating.
3. I have information about my opponent.
  - o Make sure you have gathered background information.
5. I am able to identify weaknesses in others.
  - o Pay attention. Listen. Read body language. Be observant of everything that is occurring.
6. I am open-minded.
  - o Make sure that you are able to adapt to change.
7. I listen well and take notes.
  - o Sometimes this may take place in the form of mental notes, but nevertheless, keep listening when somebody is talking.
8. I speak and communicate so others can understand.
  - o Match your opponent's manner of speech or communication.
9. I don't interrupt.
  - o Remember, if you are listening, you can gain more information than if you are talking.
10. I am not afraid to talk hard dollars.
  - o Once again, it's your money. Since it is your money, make sure you save as much of it as you possibly can.
11. I use humor when I am negotiating.

- o Humor can truly turn a bad situation into a good one. A little joke can really lighten up a situation and break a dead-lock.
12. During negotiations, I collect chits and I know when to use them.
- o You don't want to give in too fast, drop your price too quickly, or go too far too fast. When you give something, get something in return.
13. I try to get friendly with my opponent.
- o Make sure you bond with your opponent.
14. I don't argue or insult my opponent.
- o This is one of those situations where if you want to throw someone off their mental center of gravity, you might consider arguing a little. Some people argue just for the sake of doing so when negotiating.
15. I am cool under pressure.
- o Some might say that this is contradictory to #14, but use it when appropriate.
16. I am not easily intimidated.
- o Sometimes you might want to appear intimidated, but other times you may want to make sure that your opponent knows you will stand your ground.
17. I know when to close the deal.
- o Don't get to a point where a deal is about to close and talk yourself out of it.
18. I am willing to walk away from a bad deal.
- o You have to know what you will do if the deal does not come to fruition. Be prepared with an alternate plan if this deal does not pan out.
19. I don't give in easily, but I am not stubborn.
- o Herein lies a fine balancing point. The balancing point is dependent upon the person with whom you are negotiating. One person may have you balanced at one particular location while another person may have you at another position altogether different. Stay focused.

20. I think of myself as a winner.

- o Always have the attitude that you are a winner, no matter what it is that you do in life. The way you see yourself is the way that you project yourself. The way you project yourself will be the way that people perceive you to be. If you project yourself as a weak individual, you will be perceived as such. On the other hand, if you have the enthusiasm that says I am alive, you can then capture the imagination and hearts of people.

So, how did you perform this time around on the Negotiation quiz?

### WHAT'S YOUR SCORE?

(90 - 100) PRO

(80 – 89) SEMI-PRO.

(64 – 79) Win some, lose some.

(49 – 63) Lose more than win.

(35 – 48) Did you really read this book?

(20 – 34) You still can't negotiate a left hand turn.

(19 – under) This just isn't for everyone.

**Conclusion**

There is an old Hindu proverb that says, a man can move a mountain if he has the patience to carry it away a little bit at a time. The information covered in this outline will not fail you, if you do not fail to apply it every time you negotiate. **Remember, you're always negotiating!**

**Notes**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





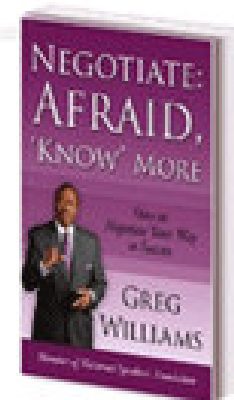
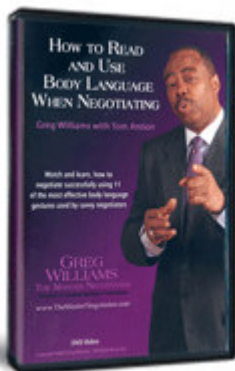
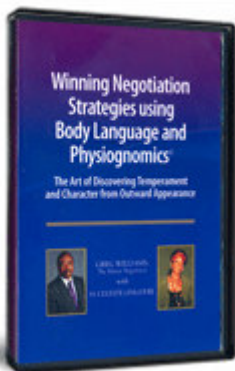
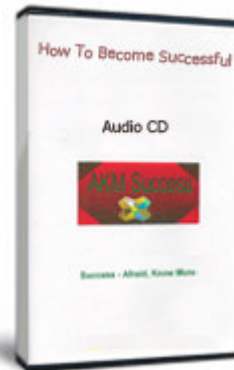
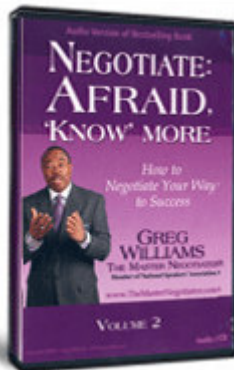
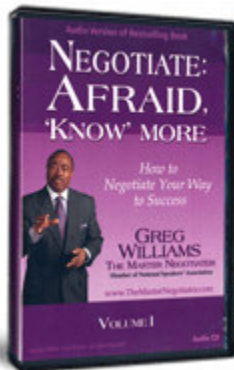






Greg Williams  
The Master Negotiator

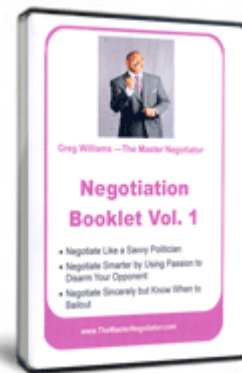
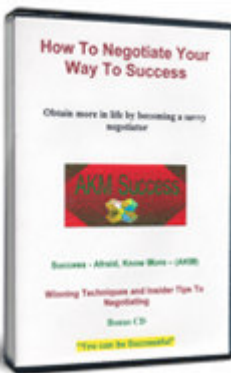
## Greg Williams' Negotiation Continuing Educational Products





Greg Williams  
The Master Negotiator

## Greg Williams' Negotiation Continuing Educational Products



**Remember, You're Always Negotiating!**