

In Business As In Life You Don't Get What You Deserve You Get What You Negotiate

By [Author's Name]

In business, as in life, you don't get what you deserve; you get what you negotiate. This book will teach you how to negotiate like a pro and get the best possible outcomes in every situation.



In Business as in Life - You Don't Get What You Deserve, You Get What You Negotiate by Dr. Chester L. Karrass

★★★★☆ 4.5 out of 5

Language : English
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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 457 pages
Lending : Enabled



Whether you're negotiating a salary, a contract, or a deal with a customer, the skills you learn in this book will help you get what you want. You'll learn how to:

- Prepare for a negotiation
- Develop a strong negotiating position
- Communicate your needs effectively

- Handle objections and counteroffers
- Close the deal

With real-world examples and proven strategies, this book will help you become a more confident and successful negotiator.

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Chapter 1: The Importance of Negotiation

In this chapter, you'll learn why negotiation is so important in business and in life. You'll also learn about the different types of negotiation and the benefits of being a skilled negotiator.

Chapter 2: Preparing for a Negotiation

Before you enter into any negotiation, it's important to prepare. In this chapter, you'll learn how to gather information, develop a negotiating strategy, and set your goals.

Chapter 3: Developing a Strong Negotiating Position

Your negotiating position is the foundation of your success. In this chapter, you'll learn how to develop a strong negotiating position by identifying your interests, your BATNA (best alternative to a negotiated agreement), and your ZOPA (zone of possible agreement).

Chapter 4: Communicating Your Needs Effectively

Once you know your negotiating position, you need to be able to communicate it effectively to the other party. In this chapter, you'll learn how to use verbal and non-verbal communication to convey your needs and build rapport.

Chapter 5: Handling Objections and Counteroffers

It's inevitable that you'll encounter objections and counteroffers during a negotiation. In this chapter, you'll learn how to handle these challenges and keep the negotiation moving forward.

Chapter 6: Closing the Deal

Once you've reached an agreement, it's important to close the deal. In this chapter, you'll learn how to finalize the terms of the agreement and build a strong relationship with the other party.

Negotiation is a powerful tool that can help you achieve your goals in business and in life. By following the principles outlined in this book, you can become a more confident and successful negotiator.

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