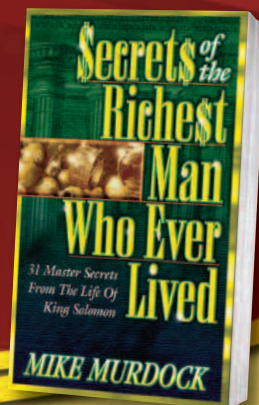




# Negotiation Secrets

*9 Success Secrets That Will Help You Negotiate For What You Want When Dealing With A Person, Company or Vendor*

From The Book B-99 *Secrets of The Richest Man Who Ever Lived*



- 1 Find Out Everything You Can Possibly Know About That Company or Person or Product.** Information strength. You cannot make appropriate decisions without current, accurate data. You should know all essential information before a crisis arises.
- 2 Do Not Hurry.** Uncommon negotiators move carefully. Once they understand what they are willing to invest, they carefully build their case for a long-term quality decision. There is an old saying, "The one who hurries loses." Lamentations 3:25 gives us an important Wisdom principle, "The Lord is good unto them that wait for Him."
- 3 Find Out What The Other Person Needs The Most.** When you are negotiating with someone, things are never as they first appear. It may seem that someone needs money when he or she is really desperately needing more time. People are rarely angry for the reasons they tell you, and they are rarely anxious to sell something for the reasons they indicate. Take time to dialogue and listen.
- 4 Remember The Greatest Weapon At The Negotiating Table Is The Ability To Listen.** The person who listens the most, with sincerity and purity of heart, will always gather the data needed to make a quality decision. The person who talks the least has the most to gain. Why? You never have to explain what you do not say. You never have to retract, alter or correct a statement or observation. Permit others to open their hearts and share.
- 5 The One Who Asks The Most Questions Controls The Conversation.** Questions determine the flow of answers. Therefore, you will not receive answers unless you ask the appropriate questions. Write the questions down. Meditate on them and analyze them. As your questions are answered, write the answers down also.
- 6 When In Doubt, Always Tape Record The Negotiations.** This helps you to recall facts that you might otherwise easily forget. It is often possible to listen to the recorded conversation and hear something that you missed the first time due to the pressure of the moment.
- 7 Never Make A Major Decision When You Are Tired.** One of the great American presidents refused to make decisions after 3:00 in the afternoon. Tired eyes rarely see a good future. Take time to rest, relax and rejuvenate yourself.
- 8 Negotiate For Long-Term Results Instead of Immediate Results.** Solomon made decisions that lasted for years. He was known for his rule of peace. Within forty years, he had created a network of commerce unparalleled in his day. One of the greatest secrets of his riches is that he refused to make a decision for an immediate profit alone. He was a long-term thinker. I have often thought of Sam Walton, who refused to invest in any company based on short-term profit. He always wanted to know where the company would be in ten years. Some Japanese companies have 100-year plans. They think long-term. Stop for a moment. Where do you want your company to be twenty years from today? Now, formulate a plan toward that desired end. This will help you enjoy the journey more than you ever dreamed because planning takes the stress off the present. It births patience and hope and attracts serious investors into your life.
- 9 Never Appear Desperate To Close A Deal.** When vultures discern weakness, they move in to finish the kill on a victim. On page 37 of his book, *The Art of the Deal*, Donald Trump, one of the most effective negotiators in America today, says, "The worst thing you can possibly do in a deal is to seem desperate to make it. That makes the other guy smell blood, and then you're dead. The best thing you can do is deal from strength, and leverage is the biggest strength you can have." Solomon was an uncommon negotiator. That is one of the Golden Secrets that helped him to become The Richest Man Who Ever Lived.



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