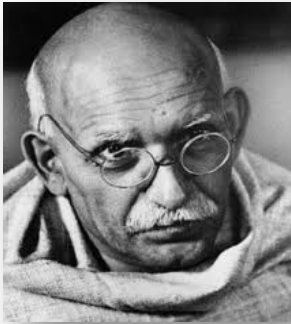


GET PAID EVEN AFTER SAYING “NO” TO UNREASONABLE SELLER & BUYER DEMANDS



“A ‘NO’ uttered from the deepest conviction is better and greater than a ‘YES’ uttered to please, or worse to avoid trouble.”

Mahatma Gandhi

KEY ISSUE: IDENTIFY YOUR “YES!”

Key Point: The relative power of the parties involved actually depends on how attractive to each is the option of not reaching agreement.

- The benefits to you of uncovering your “YES!” ...
 - It grounds you in something POSITIVE ... it stands as what you are for not what you are against.
 - It gives a sense of DIRECTION and FOCUS ... it guides you in terms of what you will do and what you will not do in the face of unreasonable demands
 - It gives you “POWER” ... the endurance to sustain you in the face of strong resistance and/or reactions.

KEY ISSUE: EMPOWER YOUR “NO.”

“Respect for people is the cornerstone of communication.”

Susan RoAne

- A KEY to the “Positive NO” is not only that it is not said in anger, impatience, or frustration ... it is said with RESPECT
- This is not a reactive “NO” it is a proactive “NO”
- It allows you to stand up for yourself without damaging the relationship.

KEY ISSUE: RESPECT YOUR WAY TO “YES?”

“Never take a person’s dignity, it is worth everything to them, and nothing to you.”

Frank Baron

Key Point: Build a “*GOLDEN BRIDGE*”

- *Be careful* ... not to unintentionally reject the other person or imply their interests don’t count. If you are to ultimately gain their agreement don’t reject but respect them.
- *A simple phrase* ... that keeps the negotiation moving forward from a position of fairness and balance.
- *A reflection* ... the proposal or offer is a reflection of what you have learned from listening and capturing what the other person has expressed as desired outcome.