

NEGOTIATION GENIUS

How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond

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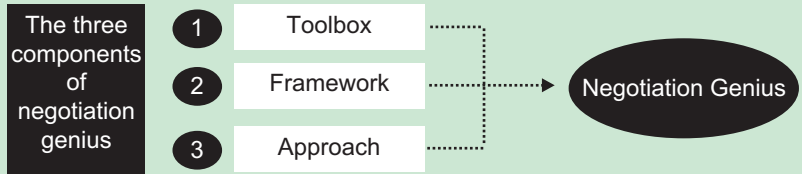
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MAIN IDEA

Genius negotiators aren't born – they get to be that way by preparing carefully, using a sound conceptual framework of the negotiation process and by having the insight to avoid the most common errors and biases. They structure and execute negotiations strategically and systematically rather than casually and haphazardly.

If you aspire to join the ranks of genius negotiators, focus on acquiring the three components you'll need:

1. A full toolbox of ideas.
2. A good grip on the overall framework.
3. A sound psychological approach to negotiating.

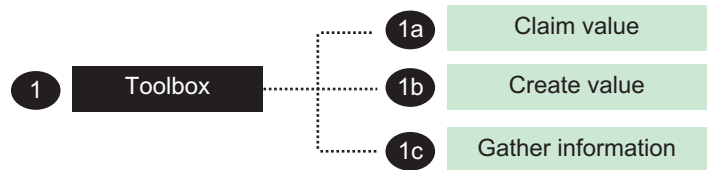


“A sentiment once expressed by Ralph Waldo Emerson captures the essence of our message: ‘Man hopes; Genius creates’. When the task is difficult, when obstacles arise, when negotiations are unraveling, and when it looks like the deal is lost, most negotiators will panic or pray. Negotiation geniuses, in contrast, will only strengthen their resolve to formulate and execute sound negotiation strategy. We hope to convince you to do the latter, and provide you with the insights and tools you will need to negotiate like a genius at the bargaining table – and beyond.”

– Deepak Malhotra and Max Bazerman

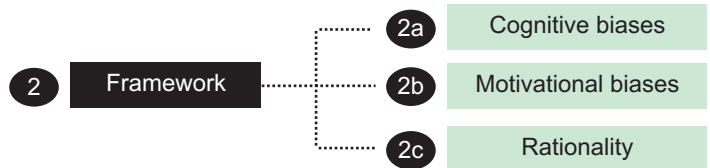
Component #1 – The Toolbox of a Negotiation Genius Pages 2 - 3

Negotiation geniuses have a toolbox of comprehensive principles, strategies and tactics they use over and over when negotiating. They don't rely on gut instincts, winging it or shooting from the hip to carry the day. Instead, they prepare thoroughly and systematically so they can achieve consistently superior outcomes.



Component #2 – The Framework of a Negotiation Genius Page 3 - 4

Too many people think of negotiation as being all art and no science. Negotiation geniuses don't think this way. Instead, they study how people think and then identify their biases. They have practical ideas to stop fuzzy thinking derailing an otherwise sound negotiation strategy.



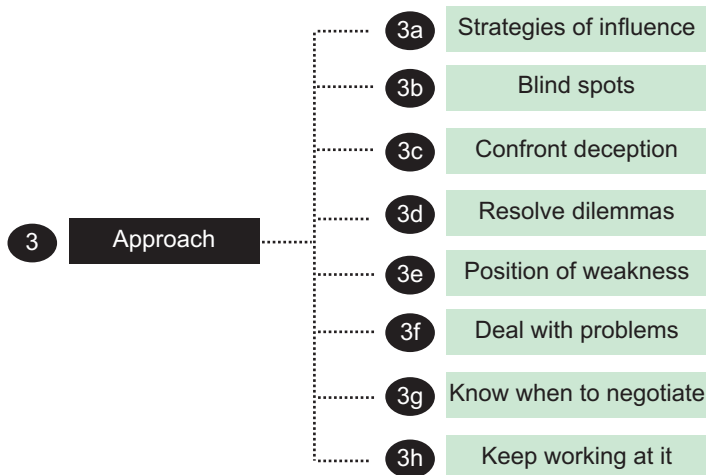
Component #3 – The Approach of a Negotiation Genius Pages 5 - 8

Once you have a reasonable toolbox and a workable framework, the last step in acquiring negotiation genius status for yourself is to understand how to offset all of the little traps which can derail real-world negotiations.

In particular, get familiar with how you can achieve a worthwhile outcome even:

- When you believe the other party is incompetent or lying.
- When you have little power or influence.
- When the other side is reluctant to agree to anything.
- When it's necessary to inject ethical considerations.
- When you're dealing with competitors or enemies.

Simply put, the popular notion of always trying to achieve “win-win agreements” in any negotiation just isn't feasible all the time. In complex negotiations, it sometimes isn't even possible to tell what “win-win” really means. Such complexities are commonplace and therefore it's essential that you have the ability to deal with these issues systematically. You have to preserve the virtues of the win-win mind-set at the same time as you use sound negotiation techniques.



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