

“How to Implement Dynamic Negotiating Strategies to Services Related-Contracts”

with Maria Marín

An Important Saying:

**“In Business as In Life,
You Don’t Get What You Deserve,
You Get What You Negotiate.”**



The Fundamental Strategy of Buying and Selling



Rules of Negotiation

The Golden Rule



**“Expect More,
Demand More,
And You Will Get More”**

The Golden Rule



Give Yourself More Room

- Don't be ridiculous
- Have a good reason

Silence is Golden....

Shut Up!



Elevate the EGO

I don't **“Need”** your business...

I **“Want”** want your business.



Be Stingy, Tightfisted...



Watch the Rate



Of Your Concessions

Don't Be the First to Open...



or the First to Concede.

Don't Match Concessions



And Don't Split The Difference

If You are a Buyer:



Ask for a Cost Breakdown

If You are a Seller:



Don't Give a Cost Breakdown!

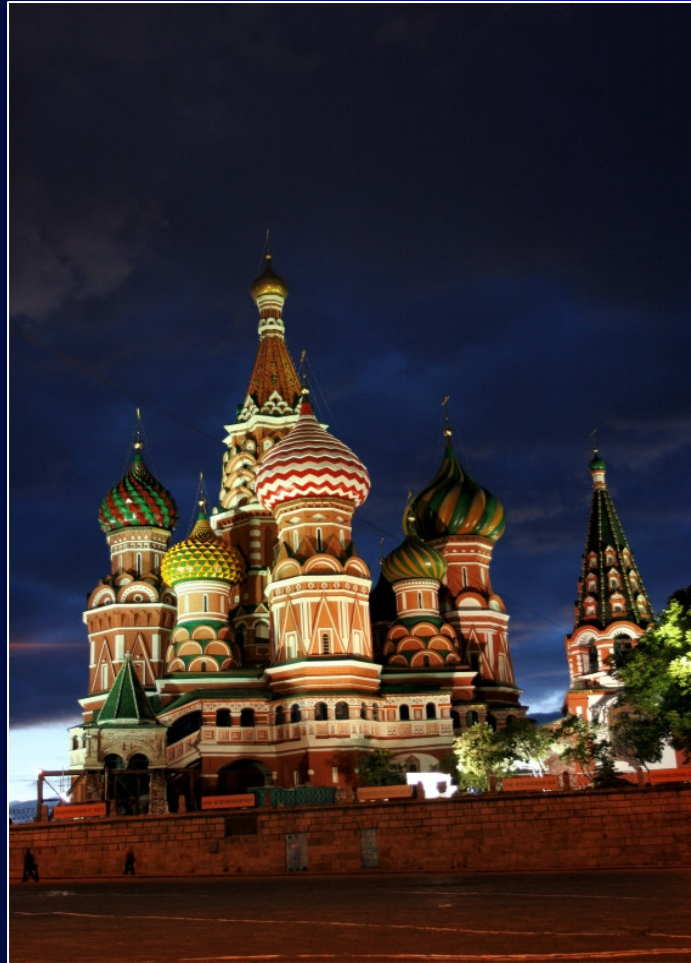
Don't Trust Your Assumptions



3 Negotiating Styles

1. Russians
2. Italians
3. Japanese

Russians



Say “No”
Once More

Italians



The “Echo”



Japanese



**Considered
Response**

The Difference Between a Successful Negotiator and an Unsuccessful Negotiator:

The Level of Self-Confidence



How a Message Gets Across

- Words **7%**
- Tone of Voice **38%**
- Body Language **55%**

Body Language that Demonstrates Confidence:

- **Walk Straight**



Lean Towards the Person



Firm Handshake



Make Eye Contact



Give a Great Smile



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