

# **How to Implement Dynamic Negotiating Strategies for Services-Related Contracts**

**With Maria Marin**

- **The Golden Rule of Negotiation**
- **The Fundamental Strategy of Buying and Selling**
- **Learn From Other Cultures' Negotiating Skills**
- **The Strategy of Concession Making**
- **The Difference between a Product Negotiation and a Service Contract Negotiation**
- **The Psychological side of Negotiation**
- **The Biggest Difference Between Successful Negotiators and Unsuccessful Negotiators**
- **3 Clever Negotiating Tactics**
- **Negotiating in Your Personal Life**

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