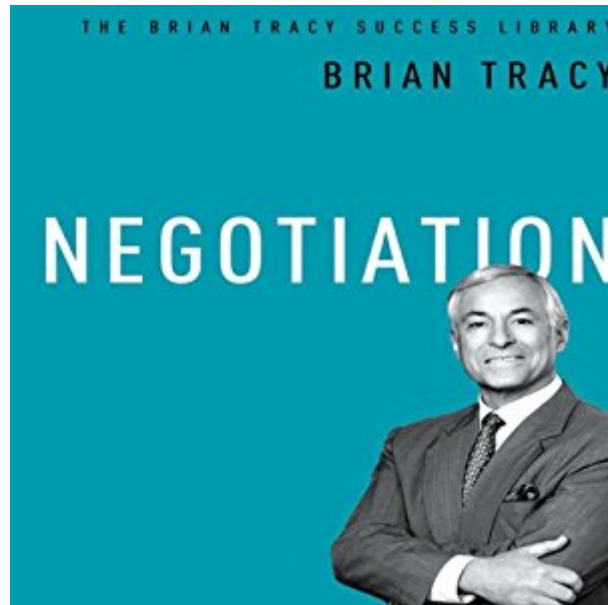


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# Negotiation: The Brian Tracy Success Library



## Synopsis

Negotiation is an essential element of almost all of our interactions - personally and professionally. It's part of how we establish relationships, work together, and arrive at solutions for our clients, our organizations, and ourselves. Simply put, those who don't negotiate well risk falling victim to those who do. Throughout his career, success expert Brian Tracy has negotiated millions of dollars worth of contracts. Now, with this concise guide, you too can become a master negotiator and learn how to:

- Utilize the six key negotiating styles
- Harness the power of emotion in hammering out agreements
- Use time to your advantage
- Prepare like a pro and enter any negotiation from a position of strength
- Gain clarity on areas of agreement and disagreement
- Develop win-win outcomes
- Use the power of reciprocity
- Know when and how to walk away
- Apply the Law of Four
- Plus much more...

Smart negotiation can save you time and money, make you more effective, and contribute substantially to your career. Jam-packed with Brian Tracy's trademark wisdom, this practical and portable audiobook puts the power of negotiation right in your hands.

## Book Information

Audible Audio Edition

Listening Length: 2 hours and 1 minute

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: October 4, 2013

Whispersync for Voice: Ready

Language: English

ASIN: B00FN1U268

Best Sellers Rank: #60 in Books > Business & Money > Management & Leadership > Negotiating  
#269 in Books > Business & Money > Skills > Communications #756 in Books > Audible Audiobooks > Business & Investing

## Customer Reviews

I selected one of the insights in *The Art of War* because I was again reminded of it while sharing Brian Tracy's thoughts about negotiation, especially what he shares in Chapter 12, "Preparation Is the Key." The titles he selected for the 21 chapters could serve as a foundation or framework when preparing for a negotiation, whatever its nature and extent may be. Tracy correctly views negotiation with a wide lens. It could involve the terms and conditions of employment, purchasing a home or a

vehicle, or convincing enough people to support a course of action. It could also involve a teenager and her or his parents discussing curfew or members of a jury struggling to reach a verdict. I agree with Tracy: "Life may be viewed as one long, extended negotiating session, from the cradle to the grave. Negotiation never stops." It really doesn't. "Your ability to negotiate successfully is essential to your success in all your interactions with other people." Dead on. These are the chapter titles that I think express especially important principles: 1. "Everything Is Negotiable" 10. "Know What You Want" 13. "Clarify Your Position and Theirs" 19. "The Walk-Away Method" 20. "Negotiations Are Never Final" These are passages of greatest interest and value to me: o The Two Types of Negotiation (Pages 14-16) o The Six Styles of Negotiation (24-27) o Persuasion by Reciprocation (71-75) o Persuasion by Social Proof (76-79) o Price Negotiation Tactics (80-84) o The Four Essentials (95-97) I have read and reviewed most of the 50+ books that Brian Tracy has written.

Do you know what Chinese Negotiations are? Okay I'll tell you because now that I've read Brian Tracy's new book Negotiation, I know that this is the kind of negotiation where you fill in all of the parameters of the contract first and then you handle the specific details. Then when you are filling in those details you make sure that both parties have their say. I like that; it makes sense which is why I like this little handbook. In fashion that is typical of any Tracy book this book is filled with great ideas that not only prove helpful in negotiating but are motivational as well. Personally I don't like negotiating it makes me nervous and edgy. I look at negotiations as a zero sum game where someone will get their way and someone will not. And of course I am always fearful that I am that someone who will not. I hate that. But this book shows me how to overcome those fears. Don't take rejection personally. When someone says no to your request in a negotiation, it is not a reflection on you or your personal value. It is not a statement about whether or not you are a good or bad person. As far as the person saying no is concerned, it is merely a commercial response to an offer of some kind. It has nothing to do with you. Don't take it personally. I think I am going to hang that on my office wall. In fact I think I am going to give it to my clients to hang on their walls. This is just one of the many bits of advice that you'll find throughout this neat little book: Here is another one: The law of four: In reviewing thousands of negotiations, both simple and complicated, we find that there are usually four main issues to be decided in any negotiation. It is our job to figure out what they are. And another one: Agree on non-controversial issues.

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