

Negotiation

Negotiation is the difference between a good deal, and a bad deal

More than that, it's often the difference between success and failure.

So why are so many people so bad at it? What's the secret?

The truth is, if you're walking into a meeting with your fingers crossed because the deal has to work out, you've already lost.

Successful negotiations happen when both parties walk away happy to have a great deal. You can only get to that stage when you need the deal less than the other side.

How do you do that? By making sure you have other offers on the table.

Negotiation isn't about vice-like handshakes, unyielding eye contact and outright bluff, it's about making sure that your prospective customer wants, even needs, your business before you even walk through the door. It's about research, hard work and, just occasionally, a little bit of bravado.

Create a culture of negotiation in your business

Someone once said, if you ask Richard Branson to lend you a fiver, he'll offer you £4.50.

Negotiate everything.

We can negotiate on your behalf or, better still, empower you and your employees with the means to negotiate for yourselves. We can help you to foster a culture of entrepreneurship and negotiation within your company.

20% saved on paperclips might not mean a lot, but take that 20% and apply it to all of your costs and you can revolutionise your business.