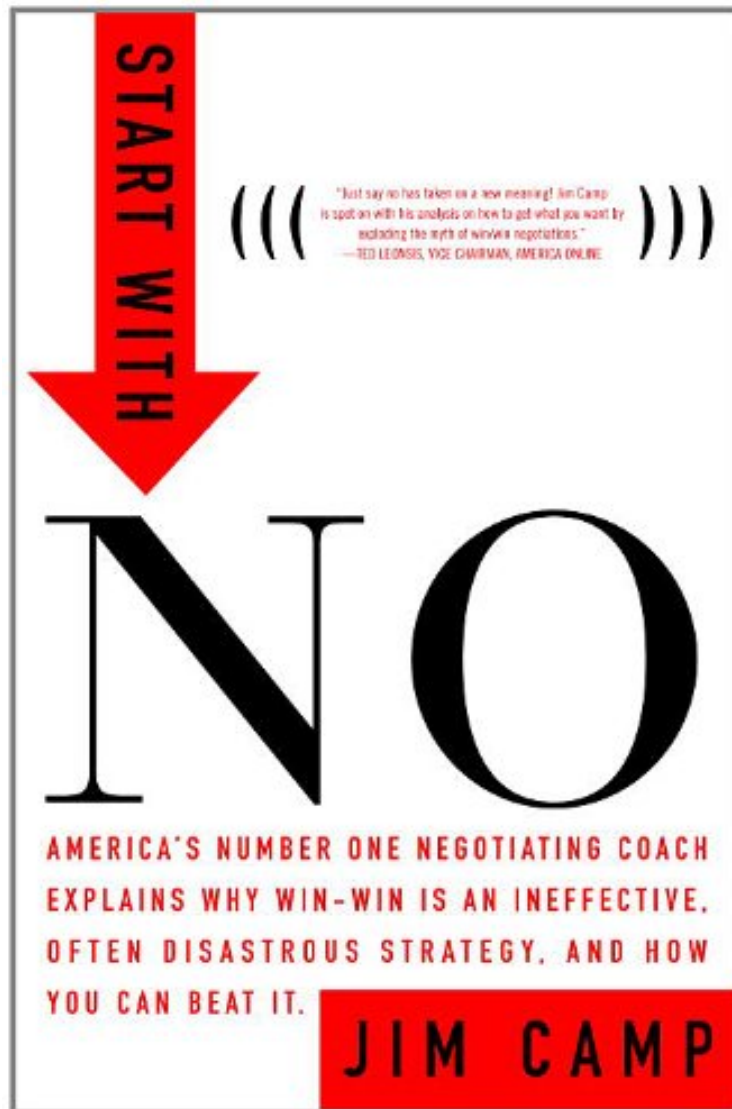


Start with No: The Negotiating Tools that the Pros Don't Want You to Know

Jim Camp

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Jim Camp : Start with No: The Negotiating Tools that the Pros Don't Want You to Know before purchasing it in order to gage whether or not it would be worth my time, and all praised Start with No: The Negotiating Tools that the Pros Don't Want You to Know:

4 of 4 people found the following review helpful. contrarian view, but makes sense if you think about itBy KaGethis book reads very different at first, but when you actually think about it, makes a whole lot of sense. the ideas are really simple and are laid out in (at times) a preachy repititious way. but then given the contrarian message, there is no better

way to convey it. if nothing else, keep reservations aside and give it a "fair" read. it will start making sense. the main things i liked: 1. it emphasized knowing yourself (your deal, what your company can and cannot afford, how much you can give away/ negotiate) and be prepared to say no when it doesn't match what you want. 2. value / power of want vs. need. need = desperation and compromise, which inevitably implies a losing strategy 3. business for the most part is zero sum: your loss is the other's gain and "win win" is mostly "win lose" 1 of 1 people found the following review helpful. Great ideas By Joshua Suffocating at my job with no direction from my manager who is only concerned with let's collect money as his mantra! I need skills not a greedy bogus vision. This book has the style of program I've been looking for. Thank you for sharing these wonderful tactics. 1 of 1 people found the following review helpful. Clear concise techniques to negotiate By Heidi Scholz I enjoyed reading this book. It was easy to read and the techniques are repeated often enough to help you absorb them. Camp build on each of his techniques to achieve an overall masterful negotiation. We have heard some of these techniques before but Camp puts a new spin on many of them.

Start with No offers a contrarian, counterintuitive system for negotiating any kind of deal in any kind of situation—the purchase of a new house, a multimillion-dollar business deal, or where to take the kids for dinner. Think a win-win solution is the best way to make the deal? Think again. For years now, win-win has been the paradigm for business negotiation. But today, win-win is just the seductive mantra used by the toughest negotiators to get the other side to compromise unnecessarily, early, and often. Win-win negotiations play to your emotions and take advantage of your instinct and desire to make the deal. Start with No introduces a system of decision-based negotiation that teaches you how to understand and control these emotions. It teaches you how to ignore the siren call of the final result, which you can't really control, and how to focus instead on the activities and behavior that you can and must control in order to successfully negotiate with the pros. The best negotiators: * aren't interested in "yes"; they prefer "no"; * never, ever rush to close, but always let the other side feel comfortable and secure * are never needy; they take advantage of the other party's neediness * create a "blank slate" to ensure they ask questions and listen to the answers, to make sure they have no assumptions and expectations * always have a mission and purpose that guides their decisions * don't send so much as an e-mail without an agenda for what they want to accomplish * know the four "budgets" for themselves and for the other side: time, energy, money, and emotion * never waste time with people who don't really make the decision Start with No is full of dozens of business as well as personal stories illustrating each point of the system. It will change your life as a negotiator. If you put to good use the principles and practices revealed here, you will become an immeasurably better negotiator.

.com Start with No, by negotiation coach Jim Camp, is a tenaciously contrarian guide to the art and science of give-and-take that proposes a viable alternative for today's prevailing "win-win" approach. Beginning with an inverse premise—that having the right to say "no" and veto any agreement is actually the key to favorably concluding the various deals and transactions we face every day—Camp's procedure counters the common emotion-based urge to compromise ("a defeatist mind-set from the first handshake") with a series of less intuitive decision-oriented actions. "My system teaches you how to control what you can control in a negotiation," Camp writes. "When you do so, you can and will succeed (understanding that success sometimes means walking away with a polite good-bye)." Emphasizing the importance of this underlying attitude, his method combines related steps like defining a mission, understanding the adversary, assessing fiscal and emotional investments, preparing an agenda, and tracking behavior. Each is fully explained, as are associated skills such as how to structure a question to elicit a truly helpful response (e.g., "What else do you need?" vs. "Is there anything else you need?"). Despite its unorthodox manner, if diligently applied, the route that Camp details here may indeed produce winning results. --Howard Rothman From Publishers Weekly Negotiation coach Camp has been under the radar since 1989, helping clients reach deals at Motorola, Merrill Lynch and IBM. He now brings his advice to the general public. Asserting that the term "win-win" has become a cliché, he suggests readers enter into every negotiation knowing that if the offer doesn't meet their expectations, they should walk away. He also advocates leaving emotions out of negotiations. "Whether we like it or not, it really is a jungle out there in the world of business, and it's crawling with predators." Camp's solid advice will help people control negotiations and prepare themselves for anything. Copyright 2002 Cahners Business Information, Inc. From Booklist Claiming to be a negotiating coach and not a consultant, Camp has developed a system of negotiating that rejects the common concept of "win-win" and that urges people to get to an agreement as quickly as possible by any means, which in the author's view usually results in "win-lose." We learn that we cannot control the other party in the negotiations but can control and discipline our own actions and decisions. Concentrate not on winning but on the fundamentals of sound decision making. While his ideas are contrary to conventional negotiating wisdom, Camp counsels us to have a good, strong mission and purpose and to know the other party's real pain (why they are negotiating). Also, we learn to assess all the budgets involved, including our time and energy, money and emotional investment as well as our opponent's; to deal only with the real decision-maker; and to have a clear agenda for every contact. This is an excellent book with valuable insight. Mary Whaley Copyright copy; American Library Association.

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