

# NO BS SALES

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## No BS Negotiation Rules

*Good negotiation is getting what you want while giving the other side what they need.*

### Rules

1. Know what you want and what you're willing to give before you start.
2. The more you understand your negotiation partner's "why", the better agreement you can come to.
3. Ask, don't tell.
4. Think bigger than just the money...
5. Don't give something up without getting something of equal or greater value in return.
6. Your ultimate leverage is your negotiating partner's belief about your willingness to walk away.
7. The one who gets emotionally involved loses.
8. If you agree to something, act like it hurts.

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