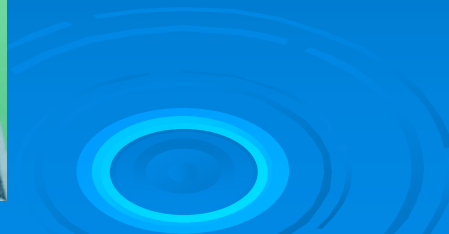


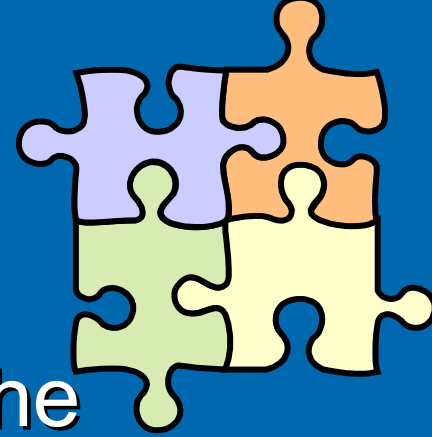
Negotiations in the Real World



- **STRUCTURE**
- **CONDITIONS**
- **TACTICS**
- **CLOSE THE DEAL**



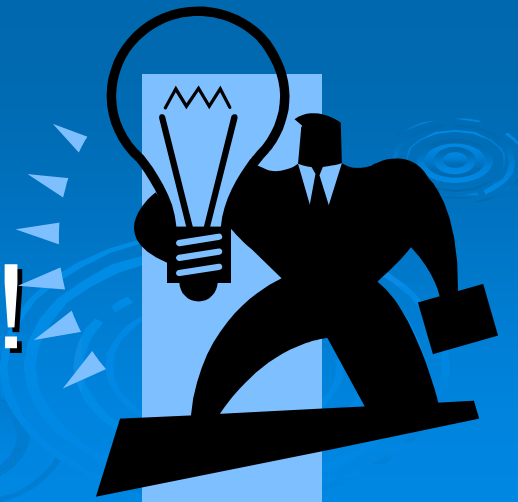
STRUCTURE



- Deal Rational ?, does it fit in with the corporate structure as approved by the Board ?
- Personal considerations
- Proposed structure decision; Partnership, JV, Subordinate position, Control issues
- Newton's Third law of Physics applies
- Requires will

CONDITIONS

- Maximum & Minimum price
- Term's and financing
- Earnings after deal
- Strength or Weakness
- Universal law applies
- Tall leggy Blond; Run !!



TACTICS



- Congeniality vs. aggression
- **Sun Tzu and the Art of War** applies
- Come in high or come in low ?
- Communication, emotion, perception rules
- Remember the person, basic needs rule: security, recognition, economic gain

CLOSE THE DEAL



- What's your long term reputation worth ?
- Know where to attack, positions vs. interests
- Flexibility and probing, and silence
- Give in on their key demand & close
- Remember the movie **Heat** and Deniro's rule # 1