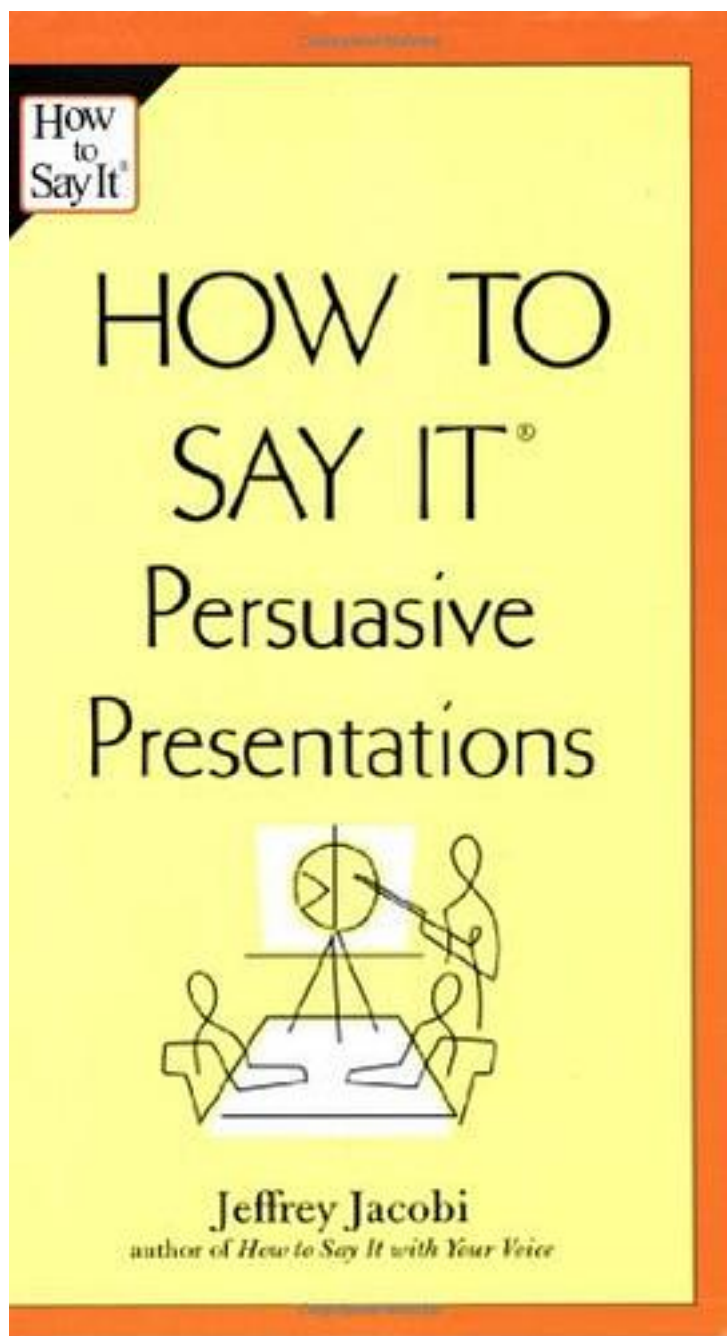


How to Say It



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A no-nonsense guide to closing the deal—that makes sense to everyone.

Jim Hennig’s winning negotiating philosophy is based on finding and meeting the real needs of the other party through the use of questions, effective listening, honesty, integrity, sincere caring, and building partnerships. His approach is predicated on the idea that when people like you, they want to work with you, are likely to concede more often, become more sensitive to your needs, and are more inclined to meet them.

Through dozens of proven strategies, tips, power words, phrases, and real-life dialogues, How to Say It®: Negotiating to Win will help readers bring every negotiation to a happy close and meet their bottom line—while cultivating repeat clients who’ll enjoy doing business with them.

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