



Act with Confidence **Unlock Strategies for** **Winning Negotiations**

Expert Discussion Summary

September 2024

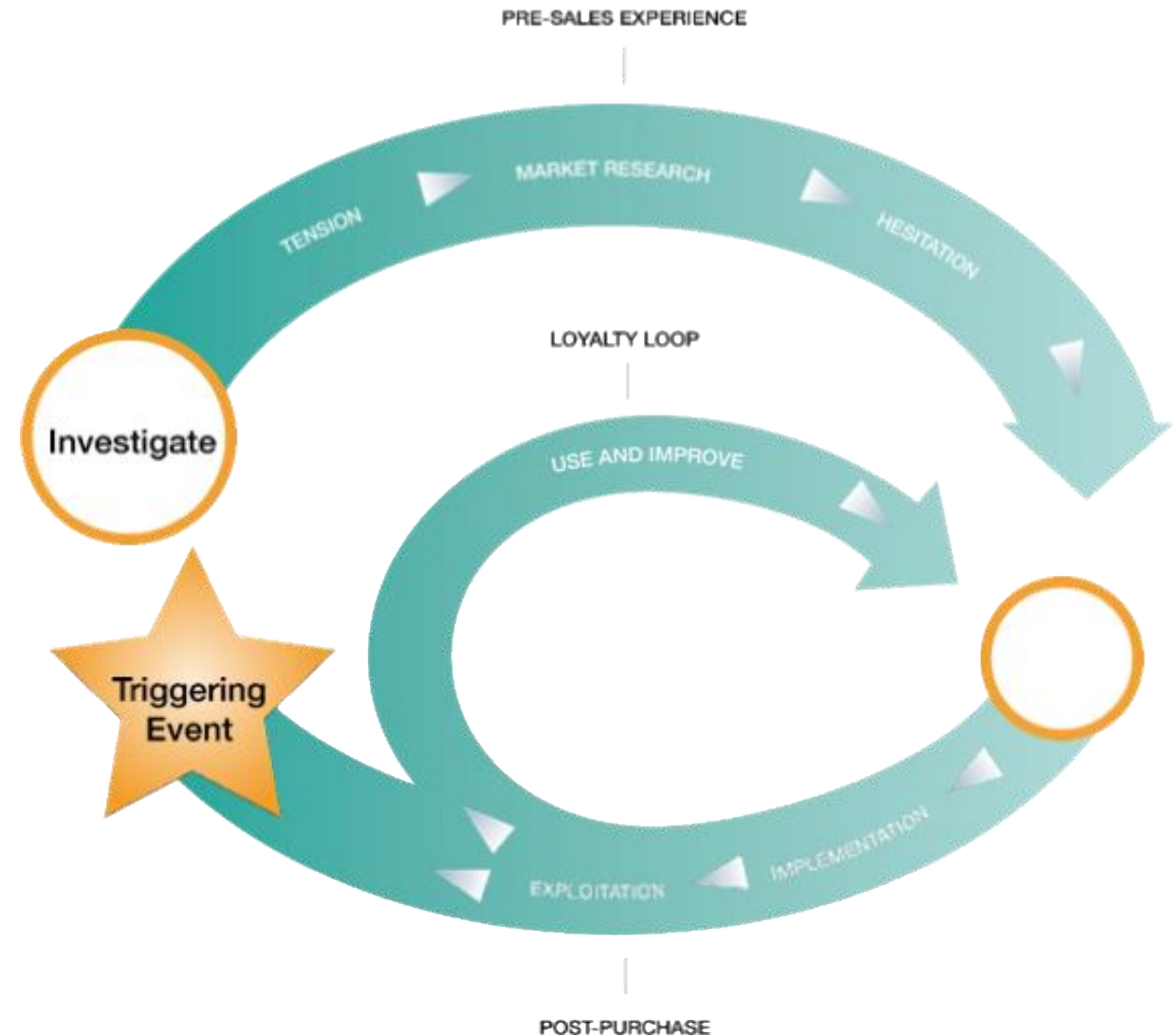
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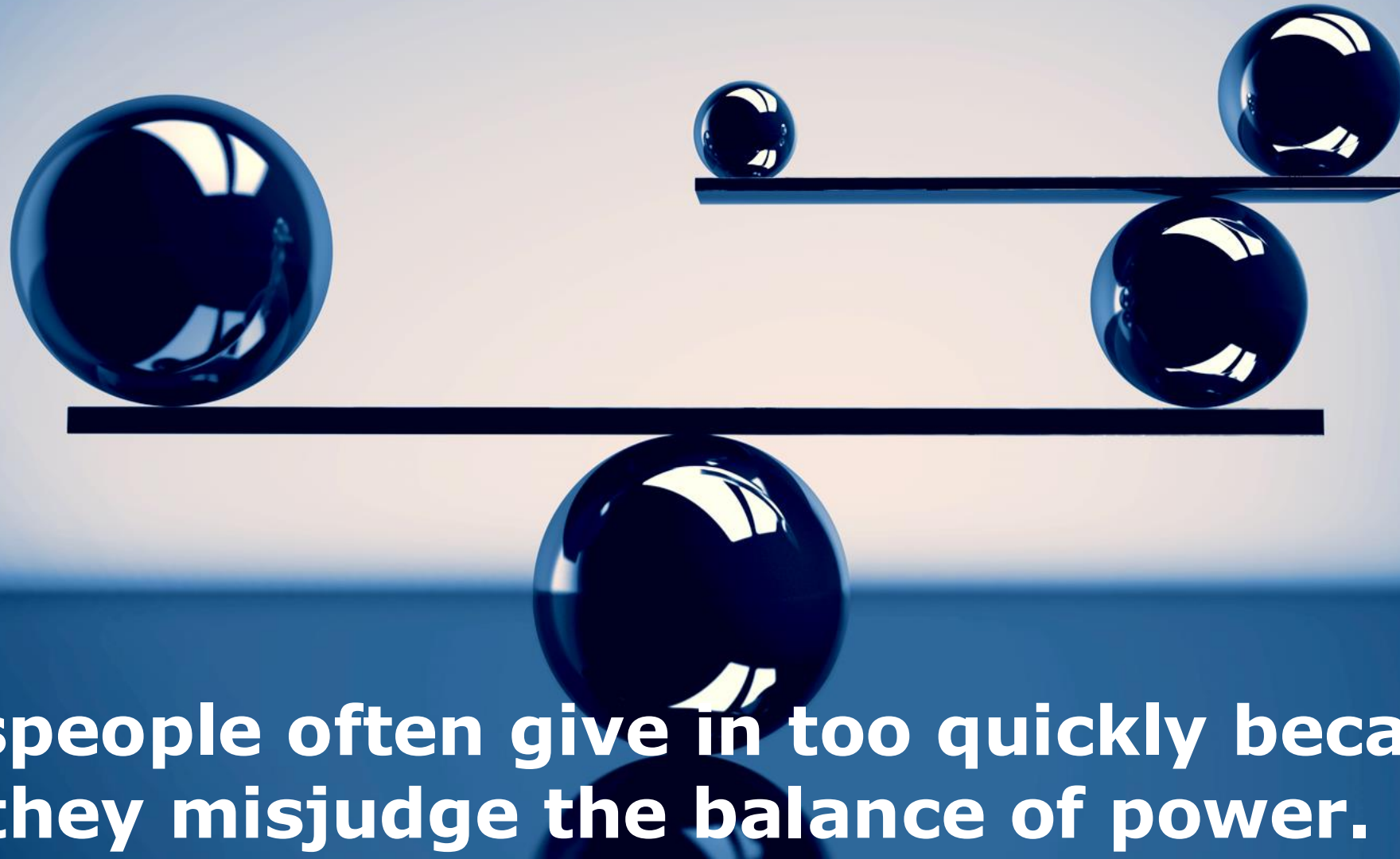
A photograph of three business professionals in a modern office setting. A woman with blonde hair is on the left, looking towards the center. A man with glasses and a beard is in the middle, looking towards the right. A man with a beard and a brown blazer is on the right, gesturing with his hands as if speaking. They are seated at a table with papers and glasses. Large windows in the background let in bright light.

How often do you enter negotiations, only to quickly concede to discounts or customer demands?



89%
of negotiation
outcomes are
decided before
the conversation
even begins.





Salespeople often give in too quickly because they misjudge the balance of power.



Treat negotiations like a game—stay two steps ahead, just like in chess.





**Bridging the gap between knowing
and doing is what makes the
difference in sustained negotiation
success**



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