

# GETTING MORE

## How to Negotiate to Achieve Your Goals in the Real World

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**STUART DIAMOND** is a negotiation teacher and adviser. He teaches a negotiation course at The Wharton School and Penn Law School where he is an adjunct professor. Mr. Diamond is president of Global Strategy Group, a consulting company which advises companies and governments on negotiating foreign investments and other persuasion skills. He specializes in cross-cultural negotiations and has advised more than half the Global 100 companies and a quarter of the Global 500 companies. Mr. Diamond was previously a journalist at the *New York Times* where we won the Pulitzer Prize as part of the team which investigated the space shuttle Challenger disaster. Mr. Diamond is a graduate of Columbia University, Harvard Law School and Rutgers University.

The Web site for this book is at [www.GettingMore.com](http://www.GettingMore.com).

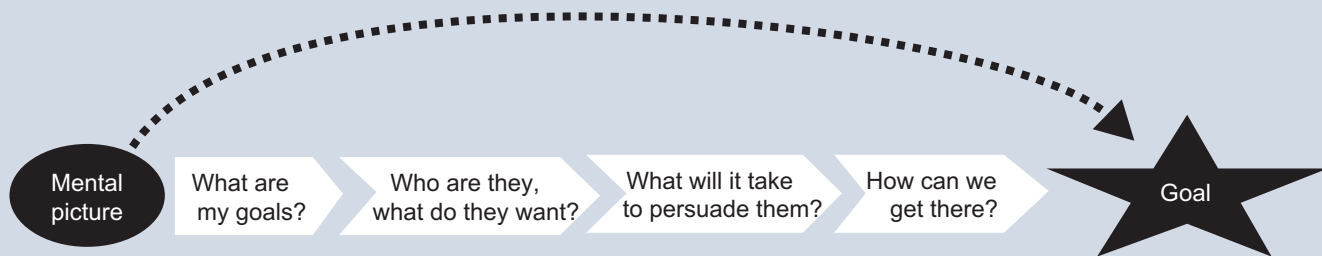
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**MAIN IDEA**

No matter what you do in life, you can get more of whatever you want by becoming a better negotiator.

Many people make the mistake of trying to go from the picture they have in their head to their goal in one step. That usually doesn't work because it's too big a step to take. Instead, when negotiating, always try and be incremental. Figure out the answers to four key questions along the way and you then know what it will take to move them there bit-by-bit.



**1. The twelve strategies of negotiation** . . . . . Pages 2 - 4

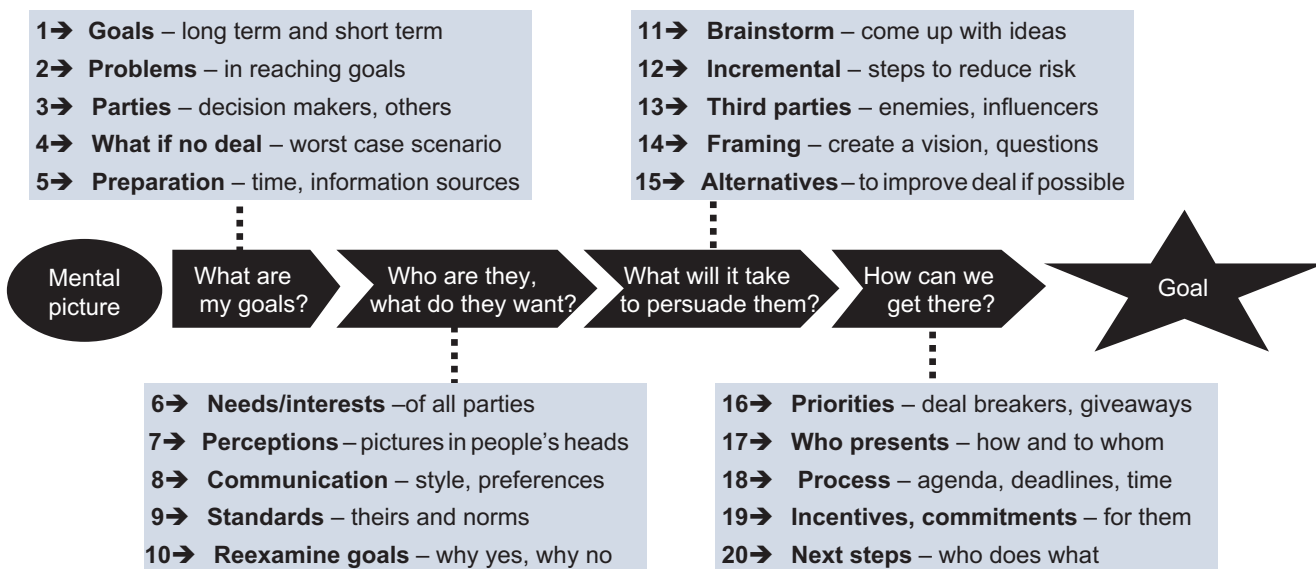
The twelve strategies are a different way of thinking about negotiation. These are the building blocks for negotiations. You won't use all twelve every time you negotiate but you need to know them all because they will all crop up at different times and in different contexts. Master these twelve strategies and you'll become a better negotiator.

**The Twelve Strategies of Negotiation**

Goals are the key to any negotiation	1	7	Use their standards, not yours
It's never about you – it's always about them	2	8	Be 100% transparent and ethical
Be prepared to make emotional payments	3	9	Make sure you communicate and frame well
Never forget every situation is different	4	10	Always focus on the real problem at hand
In everything you do, be incremental	5	11	Embrace differences, they help negotiations
Find ways to trade items you value unequally	6	12	Prepare – Make a list and practice

**2. The Getting More Negotiation Model** . . . . . Pages 5 - 8

This negotiation model brings the twelve strategies together in a road map for getting more every time you negotiate. Each section address one of the four questions you have to answer to go from having a mental picture of what success would look like to realizing your goal.



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