

NEGOTIATION MASTERY: TOOLS FOR THE 21ST CENTURY NEGOTIATOR BY SIMON HORTON

Negotiation
Mastery
Tools for the 21st Century Negotiator



Simon Horton

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Evil dolphins, the discovery of Viagra, the negotiating tactics of Genghis Khan, words of wisdom from Val Doonican's mum, how to set up your own cult and a love affair with a crocodile - just some of the stories used to illustrate the principles involved in becoming a negotiation master. Most inexperienced negotiators and many experienced ones believe that, whilst in theory win-win is the best approach, in practice it can be too soft and leaves you open for the other side to take advantage. This book introduces the Strong Win-Win Method which resolves this dilemma and enables the reader to successfully pursue mutually beneficial solutions, confident that they will not be bullied or tricked. This highly readable book de-mystifies negotiation and will give you a clear structure and process to follow. Written in a direct "How to..." style, it outlines techniques and tactics - right down to the level of 'If they say x, you say y'. Drawing upon cutting edge research in the fields of psychology, body language, neuro-economics, game theory and systems theory it will give you advanced bargaining skills and beyond, on to mastery. And enjoy the read. Inside the book, you will read about famous negotiations from business, politics and international diplomacy as well as many of those less serious vignettes. Who knows? You may just end up starting your own cult!

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A practical and highly entertaining read for all types and levels of negotiators

By Kelly McCarthy Barner

Negotiation Mastery by Simon Horton, an experienced negotiation teacher and consultant, is a practical and highly entertaining read whether you are a career negotiator or just wish your skills were a little stronger. In his decade-long career, he has helped hostage negotiators, law firms, financial institutions, and students from the graduate level through the boardroom improve their confidence and outcomes as they enter negotiations.

Part of what makes the book such an easy read are the interesting cases he uses to illustrate his points and make them stick in the memory. Simon is clearly well read and a student of both history and modern politics as evidenced by his examples. There is humor sprinkled throughout: for instance - according to the figures from a U.S. Consumer Product Safety Commission report released in 1997, you are 20 times more likely to

be involved in an accident with an air freshener than you are to suffer an injury from a shark attack. You'll have to trust me that the example makes a good point in the context of the book.

Simon has balanced the traditional messages around body language, preparation, power and alternative outcomes with a focus on getting the other party (or parties) to a win-win mindset. In today's competitive business landscape, our own ability to succeed is closely linked to the success of the people and companies we work with. In order to maximize everyone's benefits, we have to negotiate terms that will also be executed according to the spirit in which they were agreed upon and contracted. Otherwise, as Simon reminds us, you may be satisfied with your how your demands were received, but once you aren't looking that waiter is going to spit in your soup. It is all in the execution.

When we tie the core message of the book to the challenges we face in procurement today, I think of how often I hear that 'negotiation skills are no longer enough'. Procurement's role in the organization has expanded such that we also need strong internal marketing and communication skills, operational finance knowledge, and strong strategic planning capabilities. But no one is saying that negotiation skills are no longer needed - in fact they are now assumed to be part of the core abilities of any successful procurement professional. We need those skills for our interactions with suppliers, executives, and stakeholders - so if you feel your skills could use a little brushing up and some structure to lean on, I highly recommend ordering a copy of Negotiation Mastery.

-- Kelly Barner, Co-owner, Buyers Meeting Point

For more information, please visit [...] or email management@buyersmeetingpoint.com

1 of 1 people found the following review helpful.

Depth and breadth - something for everyone

By Lynne Cooper

This is my kind of book, in that I could easily find and dip into the aspects of negotiation where I needed most help. That's not to say the whole book wasn't worth reading - it certainly was. The punchy pace and light style belies the depth and breadth of the content. Stories, anecdotes and humour brought valuable messages and practical tips to life. Something for everyone who has to deal with other people to achieve results at work, home or anywhere else.

See all 2 customer reviews...

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