



# *Winning Negotiating Tactics*



Building Relationships  
while obtaining what you deserve

*Lee R. James, CPA, CMC, CBI*

# Win/Win Negotiating Baseline Concepts

when & where negotiations occur...



# Successful Negotiating

meets the needs of:



**employees**



**clients**



**profits**

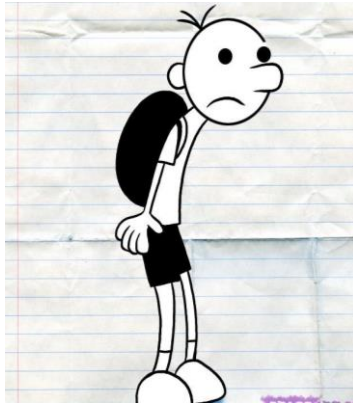
# Positive Nature ...

...is often overlooked

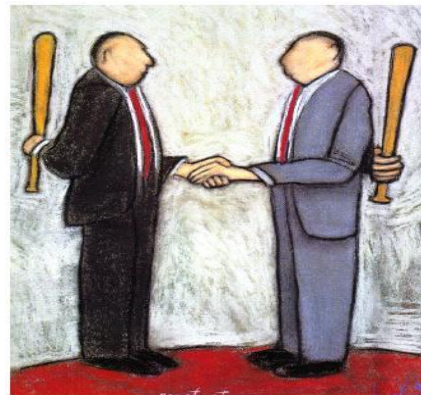


# 3 Approaches

**giveaway**



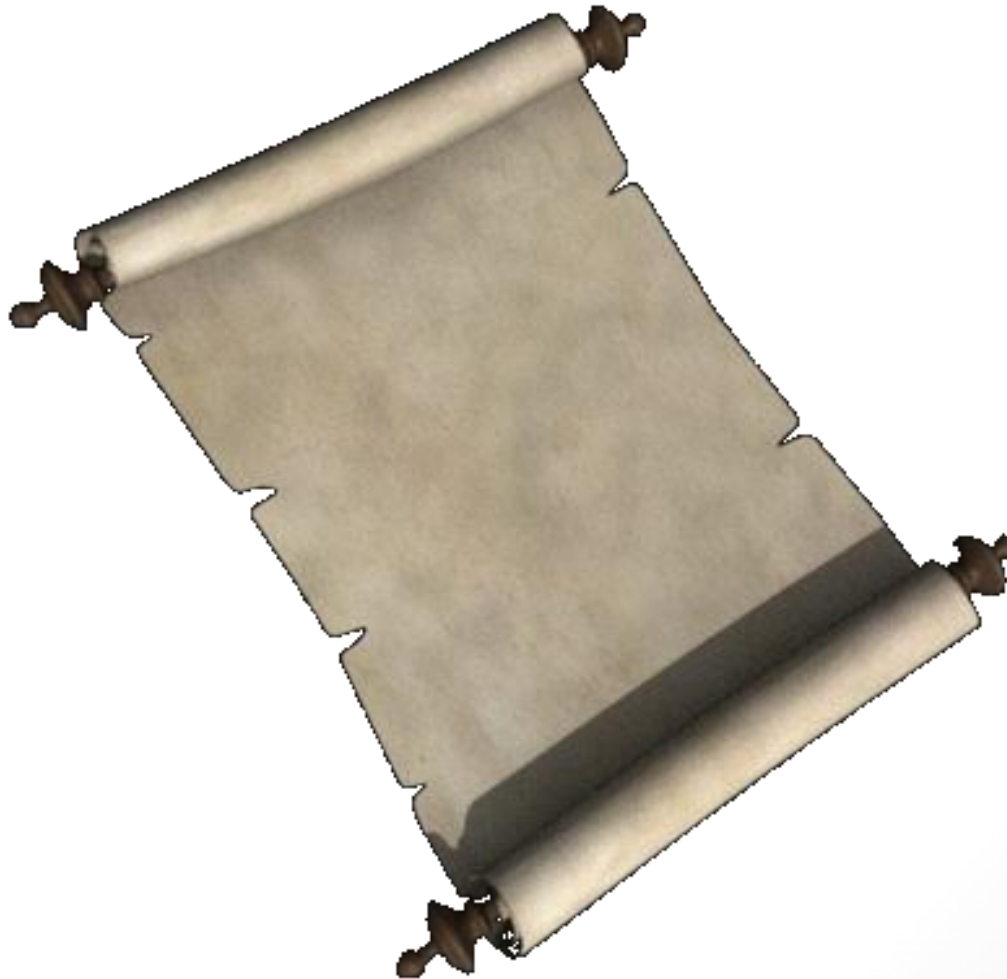
**adversarial**



**win/win**



# 10 Tenets





# 10 Tenets

ask or you shall not receive





# 10 Tenets

never stop negotiating and  
searching for alternatives







# 10 Tenets

ask



instead of making statements



# 10 Tenets

be prepared to give up something...

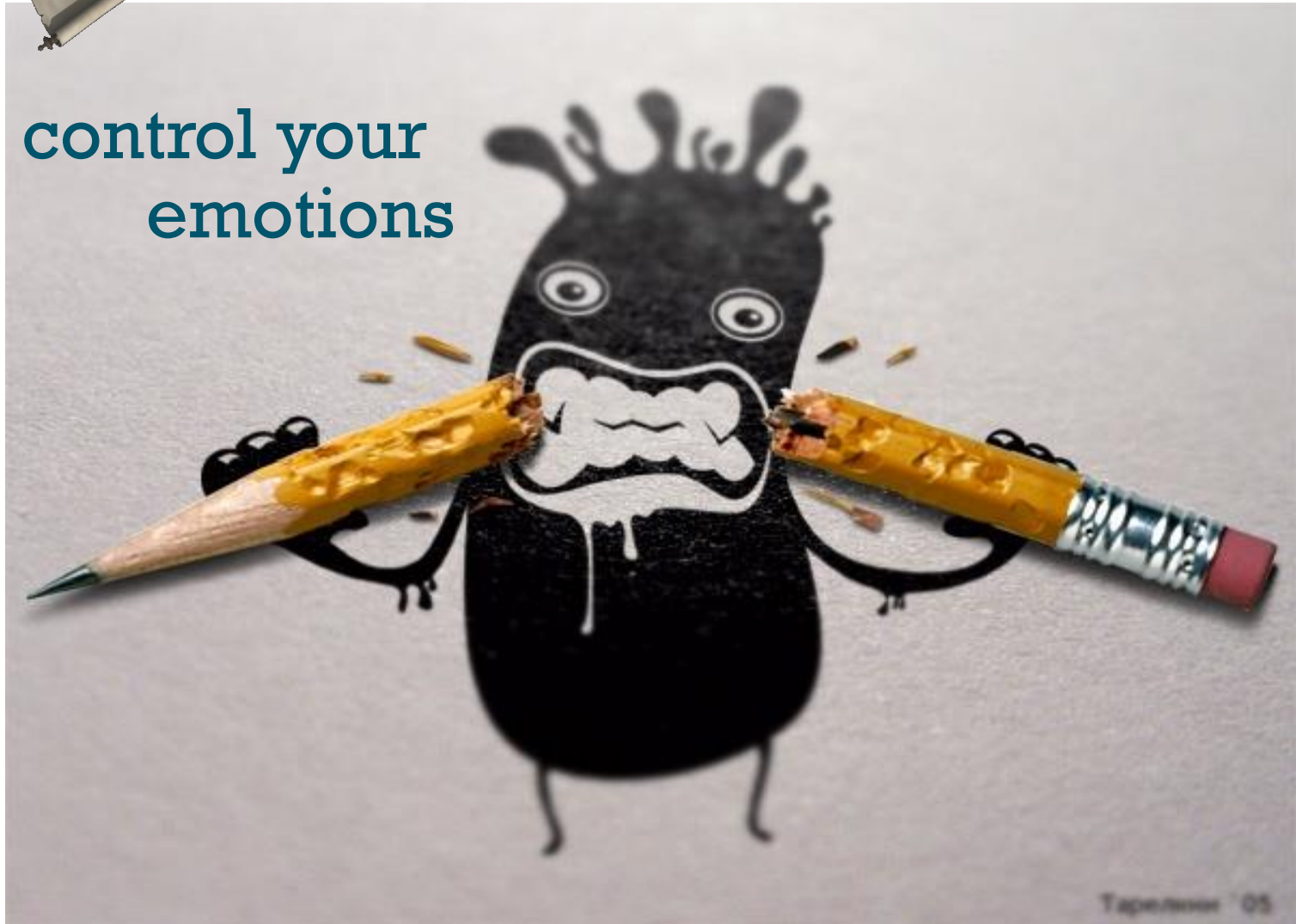
...but slowly

GOLF CLUB BY DIEGO CERVO - WWW.CRESTOCK.COM



# 10 Tenets

control your  
emotions





# 10 Tenets



do not set firm deadlines





# 10 Tenets

be prepared and able  
to walk away





# 10 Tenets

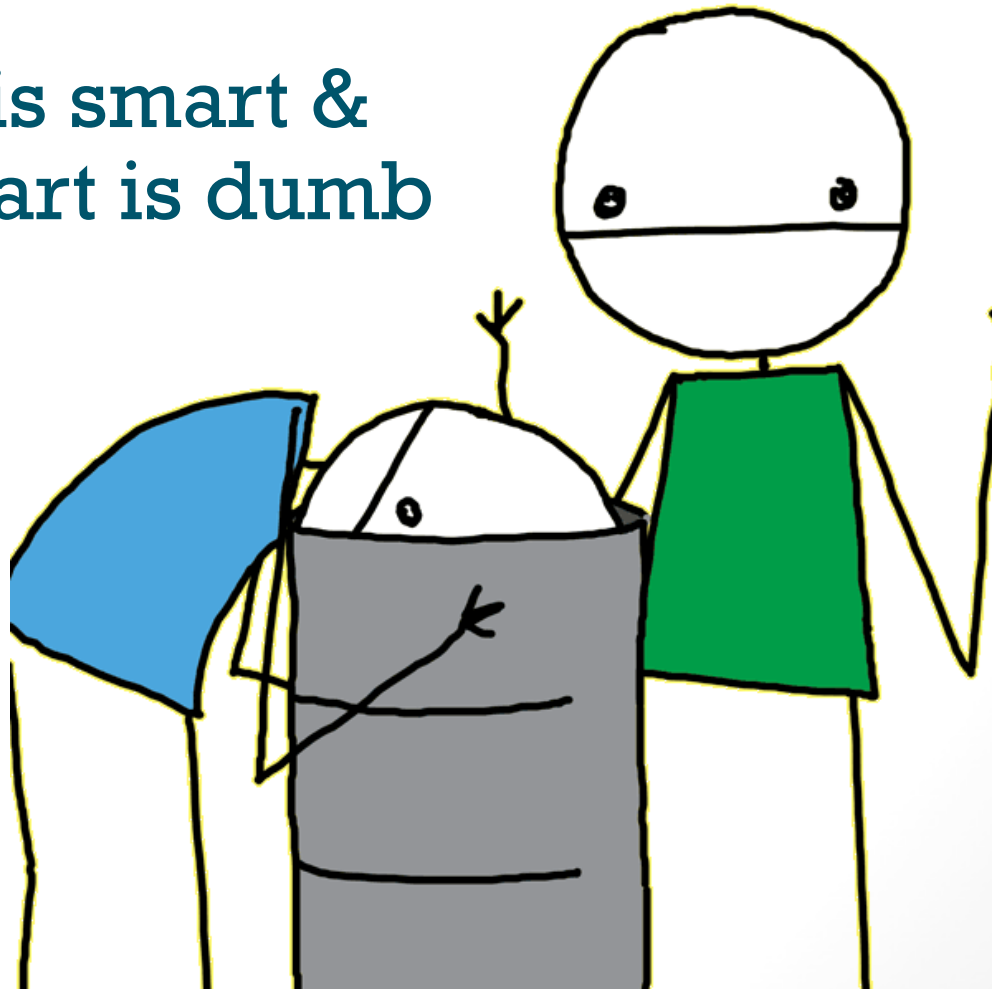
silence is  
golden





# 10 Tenets

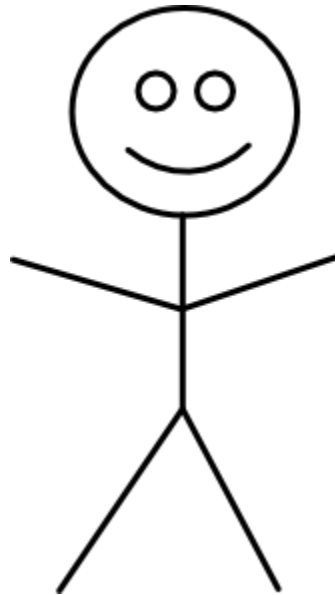
dumb is smart &  
smart is dumb





# 10 Tenets

Everything is  
negotiable





# Win/Win Attitude

## ***BELIEVE***

*Principle / Core Value Based*

plan & prepare

practice / practice / practice

be yourself

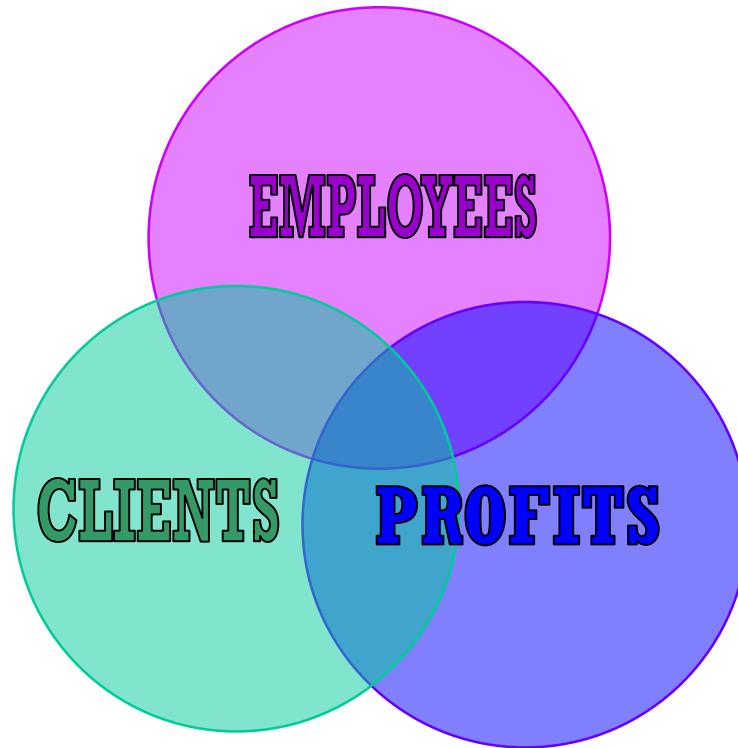
never stop negotiating

have fun



# Conclusion

win / win / win outcome



A light gray circular logo with three arrows forming a clockwise cycle.

*Dedicated to Improving Your Bottom Line*  
*Lee James & Associates*

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