



# **Sales-Side Negotiation: Negotiation Strategies for Modern-day Sales People (From Great Moments in History)**

*Patrick Henry Hansen*

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Sales-Side Negotiation - What does it take to be a successful negotiator? What can we learn from history's most powerful negotiators? Patrick Henry Hansen's Sales-Side Negotiation draws on history's most compelling moments to teach modern negotiation principles--Ho Chi Min's tactics at the Paris Peace Talks, Sir Francis Drake's counter tactics against the Spanish Armada, Michelangelo's defiance of Pope Julius I, and more. Beginning each chapter with a captivating historical event, Sales-Side Negotiation both informs and entertains. Exercise Seller-Negotiator Power. Recognizing and Overcoming Tactics. Minimize Discounts. Prevent Unwarranted Concessions.



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