

THE ONLY **REVISED  
AND  
UPDATED**  
NEGOTIATING  
GUIDE YOU'LL  
EVER NEED

**101 WAYS** TO WIN EVERY  
TIME IN ANY SITUATION

PETER B. STARK / JANE FLAHERTY

"This powerful, practical book shows you how to maximize your strengths, minimize your weaknesses, and become the excellent negotiator you are meant to be."

—**BRIAN TRACY**, author of *How the Best Leaders Lead*

# The Only Negotiation Guide You'll Ever Need

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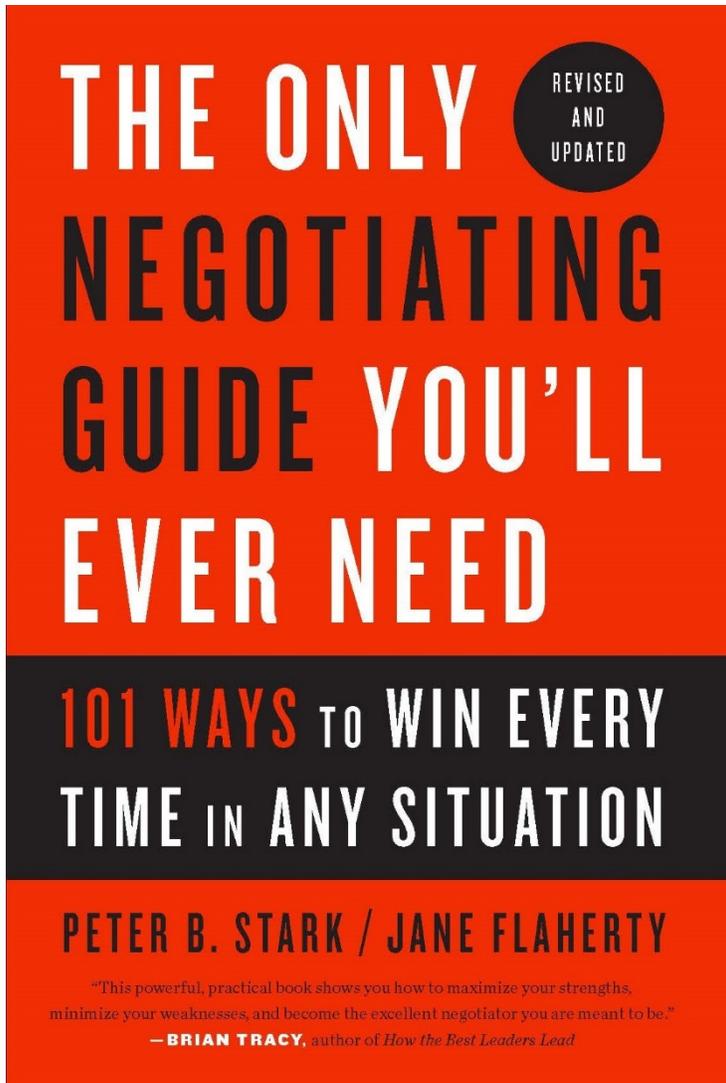
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## Overview



### Why do you need to know how to negotiate?

Everything in life is negotiated, under all conditions, at all times. From asking your boss for a raise, to asking your significant other to take out the garbage, to buying or selling a product or service, most of us are involved in negotiations to one degree or another for a good part of any given day. *The Only Negotiating Guide You'll Ever Need, Revised and Updated* outlines the critical elements you need for a successful negotiation and reveals the 101 tactics to use in any high stakes business deal, or in everyday life occurrences.

In this book, you'll discover your negotiating behavioral style through self-assessment questionnaires, gain the tools needed to deal with negotiation sharks (or bullies), learn tips for recognizing and interpreting your negotiating counterpart's body language to create beneficial outcomes, and see examples on how to counter unethical and unprofessional tactics effectively--and much more.

Using their 30 years of experience as business professionals, lead negotiators, consumers, and parents, Peter Stark and Jane Flaherty provide you with the tools you need to become a successful negotiator who builds win-win relationships.

# The Only Negotiation Guide You'll Ever Need

## About the Authors



**Peter Stark, CSP, AS**

**Peter B. Stark** is the President of Peter Barron Stark Companies where he is a coach to Executives and CEOs and a professional speaker in the areas of negotiation, leadership and change. He and his team partner with clients to build organizations where employees love to come to work.

**Jane Flaherty, Senior Consultant**

**Jane Flaherty** is a senior consultant with Peter Barron Stark Companies and has 25 years of experience designing and delivering training programs around the world. She specializes in using negotiation skills to resolve conflict, improve communication and teamwork.

Stark and Flaherty are award-winning authors of best-selling books including *Why Leaders Fail*; *The Competent Leader*, and the first edition, *The Only Negotiating Guide You'll Ever Need*. As leadership experts, they have been featured in the *American Executive*, *Investor's Business Daily*, *The New York Times*, *CNN*, *Bloomberg*, *Inc.com* and *USA Today*.

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## Endorsements

*"The reflection on real-life situations gives the book a relevancy that is easy to associate with. [Providing] the process to help [readers] better understand themselves and others equips [them] to be better negotiators."*

**- Garry Ridge, CEO, WD-40 Company & Co-author – *Helping People Win at Work***

*"Without a doubt, the best part of the book is the 101 winning tactics....So often, people write about theory without demonstrating how theory works ---that information is what is truly useful."*

**- Mark Guglielmo, Vice President – Ballpark Operations, San Diego Padres**

*"Instead of a 'one size fits all' approach, this book acknowledges the reality that situations, and negotiations, differ. In order to negotiate, sell, and just navigate everyday life, one needs to have skill in a variety of tactics (101 tactics, to be precise!)"*

**- Marilyn Owsley, CFO, SCPMG, Kaiser Permanente**

*"Believe the title! The Only Negotiating Guide You'll Ever Need is required reading for everyone in my organization. Peter and Jane map out how to find win-win solutions and work cooperatively with others. Being able to work with others is the most critical skill a leader can bring to their organization, and Peter and Jane provide tools and tips every leader needs."*

**- Mary Kelly, PhD, Commander, USN (ret) Consultant/Author**

*"The title says it all. Excellent resource. Not a one-and-done read, but something you can refer back to over and over again. The principles in this book are not only helpful in business, but in your personal life, too."*

**- Mike Dunn, Executive VP, Watkins Manufacturing**

*"Whether you are a novice or experienced negotiator, this book will provide the "how and why" of the tactics for successful negotiations, resulting in adopting the strategy of a Dolphin instead of a Shark."*

**- Brad Gessner, SVP & General Manager, Los Angeles Convention Center**

*"Relevant and actionable-- thank you for simplifying the complexity around negotiating! This book helped me think and act differently within the first 10 minutes of reading.... Everyone negotiates every day. Therefore, this book is for everyone!"*

**- David Horsager, Author, Speaker & Strategist, Trust Edge Leadership Institute**

*"A valuable compilation of easy-to-integrate negotiating skills for business and life. One of the most striking concepts, contrary to the negotiation process that first comes to mind, is that the strong negotiator takes more time to listen than to talk."*

**- Geri LaChance, President/CEO, SESLOC Federal Credit Union**

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## Article Ideas

- ◆ How to Negotiate a Win-Win Outcome
- ◆ The 10 Types of Power
- ◆ How to Negotiate Your Next Car
- ◆ The 80/20 Principle
- ◆ Why Really Smart People Make Lousy Negotiators
- ◆ How to Negotiate Over Email
- ◆ The Role of Power in Negotiation
- ◆ How to Negotiate When You Have Little Power
- ◆ How to Negotiate Your Next Raise
- ◆ Questioning – The Key to Every Successful Negotiation
- ◆ Five Critical Nonverbal Ques in Negotiation
- ◆ The Power of Empathy in Negotiation
- ◆ Three Pit Falls of Listening in Negotiation
- ◆ Your Negotiation Counterparts . . . Sharks, Carps & Dolphins

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## Interview Questions Suggestions

- ◆ What are the most important skills needed to be a successful negotiator?
- ◆ What are the most important skills every sales team needs to learn when negotiating?
- ◆ What is the biggest mistake you see in negotiations?
- ◆ How do you gain power in a negotiation?
- ◆ How do you create a Win-Win outcome?
- ◆ Why do really smart people tend to make lousy negotiators?
- ◆ How do you deal with someone who has all the power?
- ◆ Who tends to have most power in negotiations?
- ◆ Why do some people hate negotiating?
- ◆ Give our listeners/viewers a few tips to getting a raise or gaining a bigger raise.
- ◆ What are your top three strategies or tactics to improving the outcome of your negotiation?
- ◆ If you are really a nice person who does not like to negotiate, what is your recommendations for tactics that align well to a very amiable or personable style?
- ◆ How do you save a losing negotiation?
- ◆ What are some tips for new negotiators?

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*We'd love to hear from you!*

## Contact Information

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Connect with Jane at [LinkedIn.com/in/JaneFlah](https://LinkedIn.com/in/JaneFlah)

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Jane Flaherty