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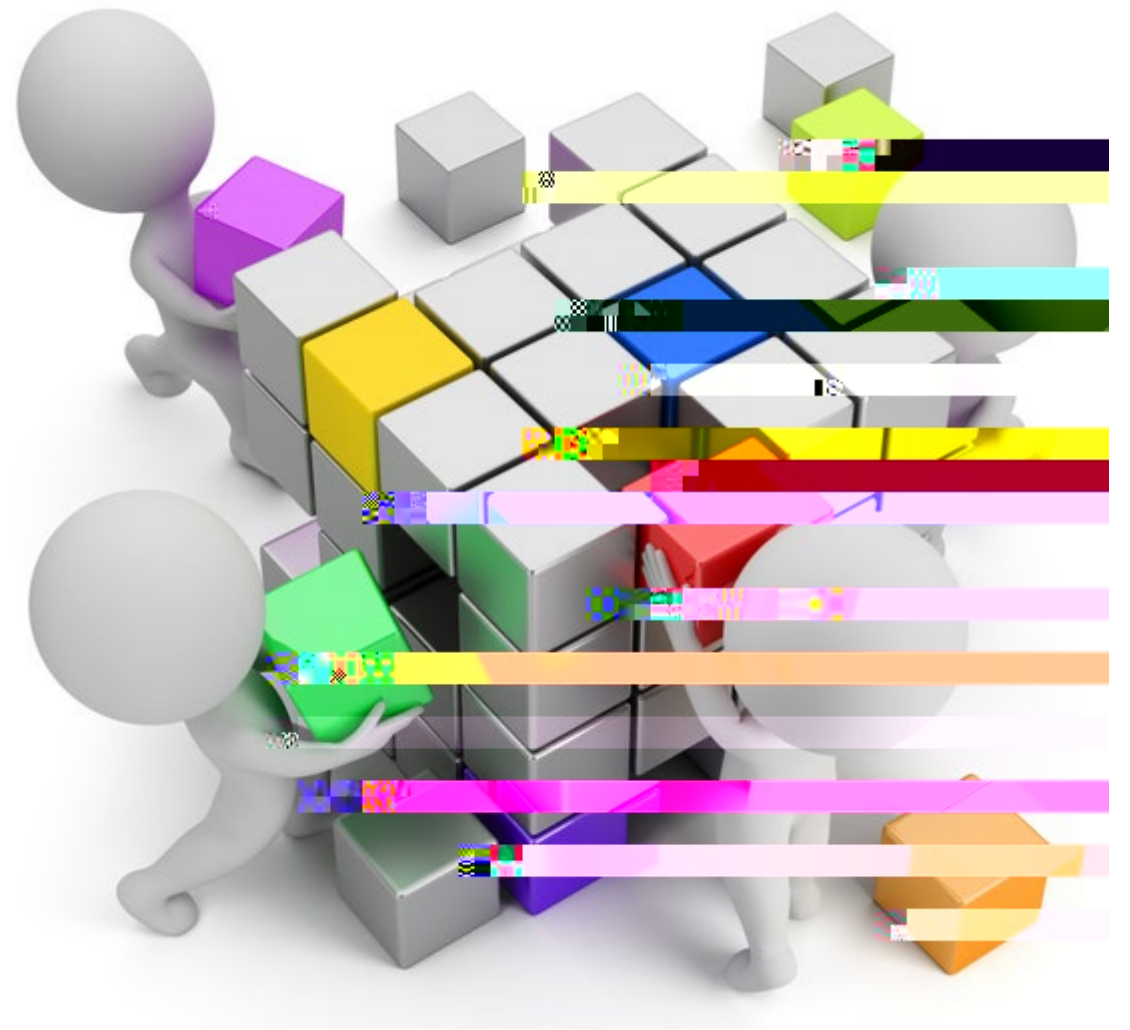
"I don't want to change. I want all of you to change!"



Do you take what a prospect offers?

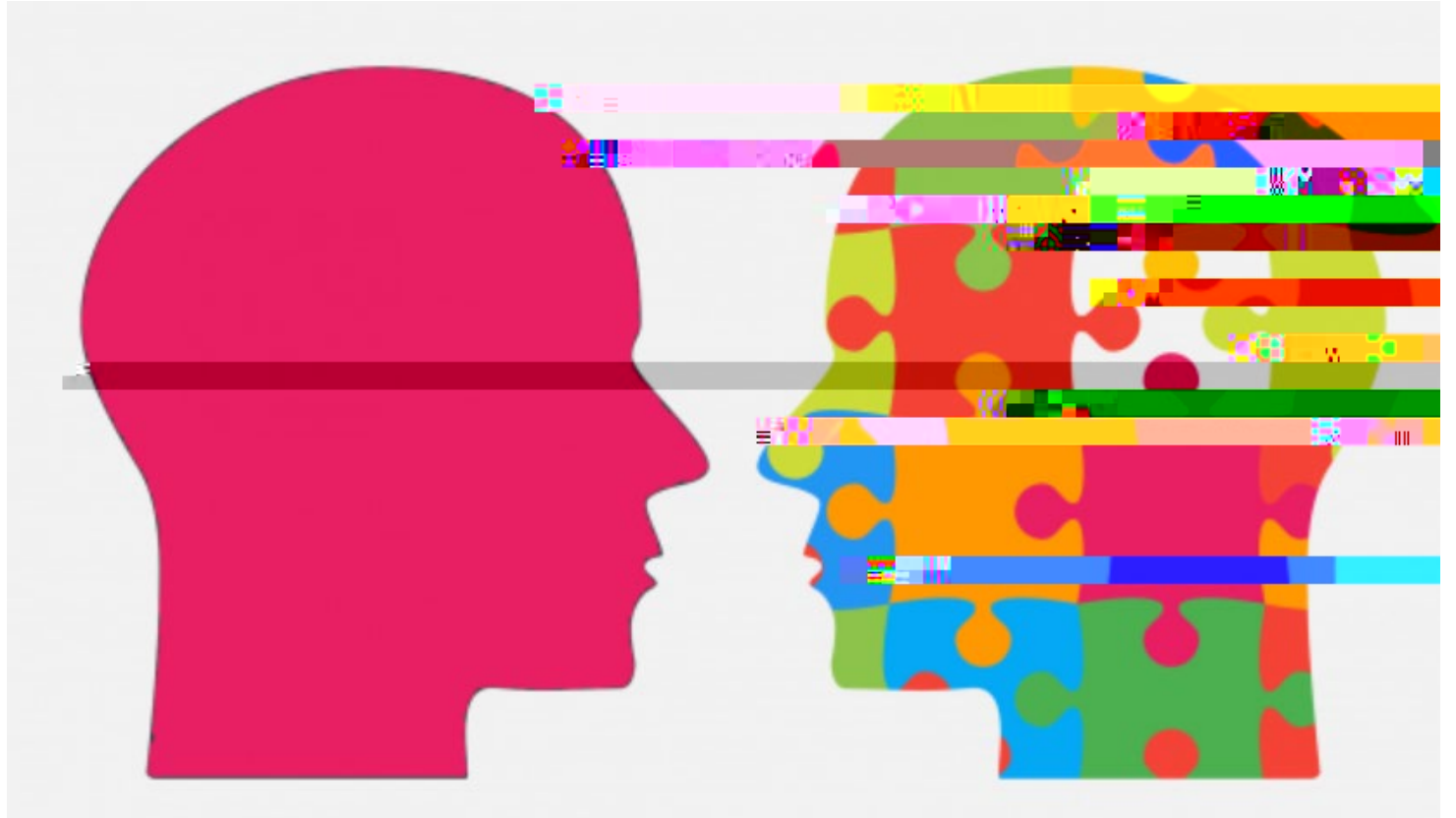
1. Yes, or else I won't get the job
 2. Yes, because my prospects already know what I want from my selling/marketing
 3. Only if it's the right fit
 4. I never take what they offer; I always negotiate!
- 





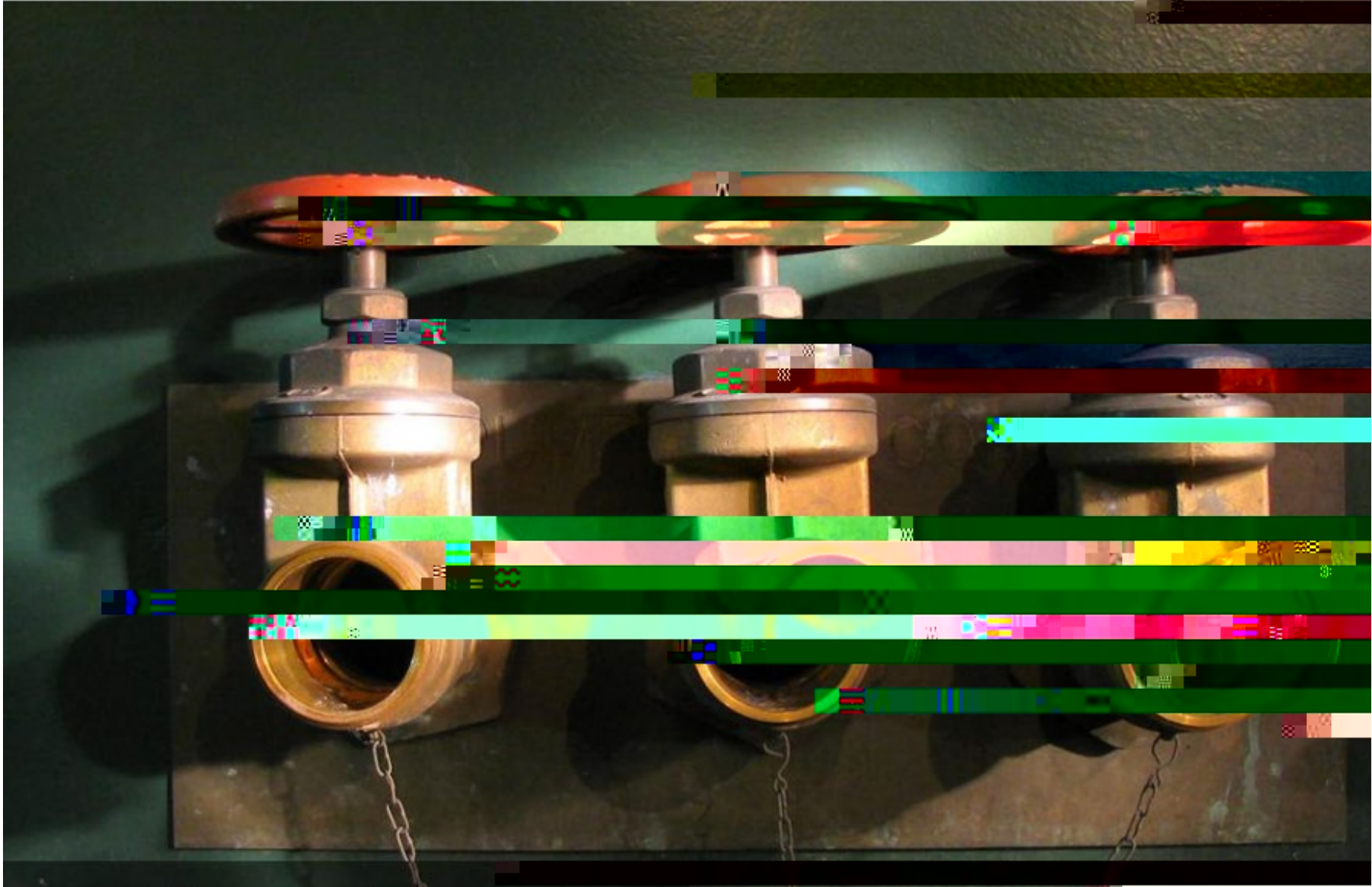


- Doctor
- Lawyer
- Accountant
- Plumber





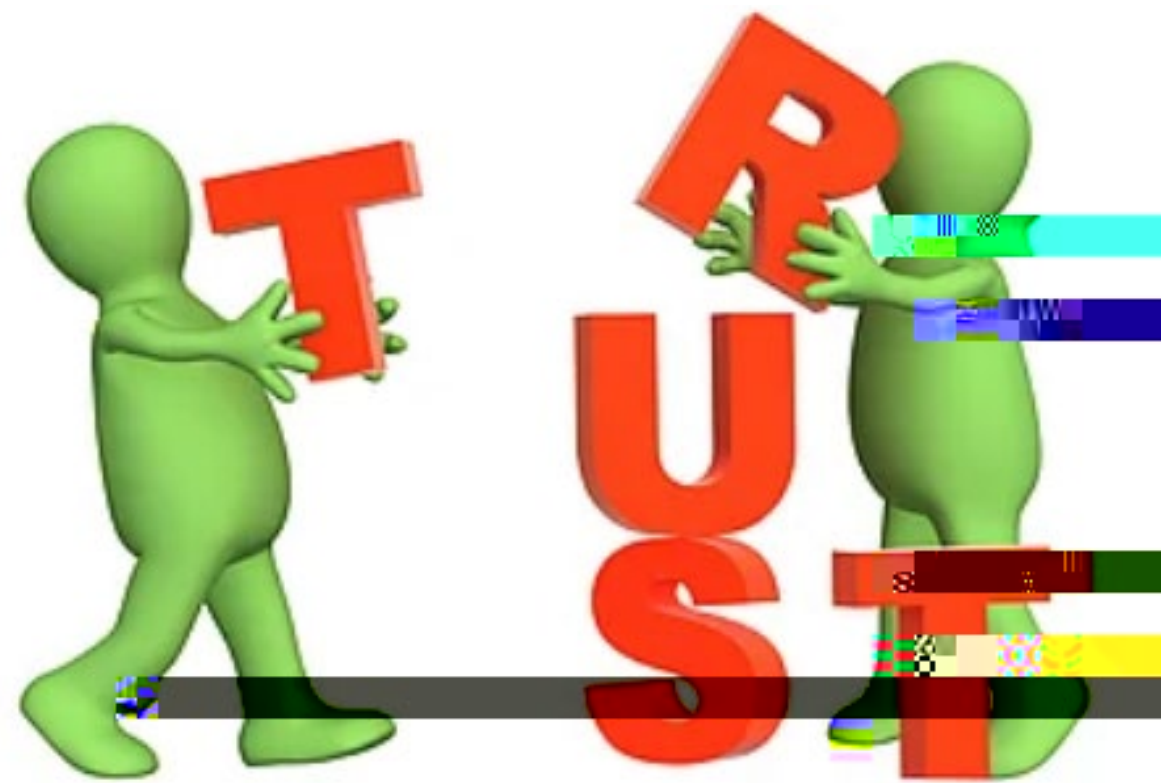
Consultants

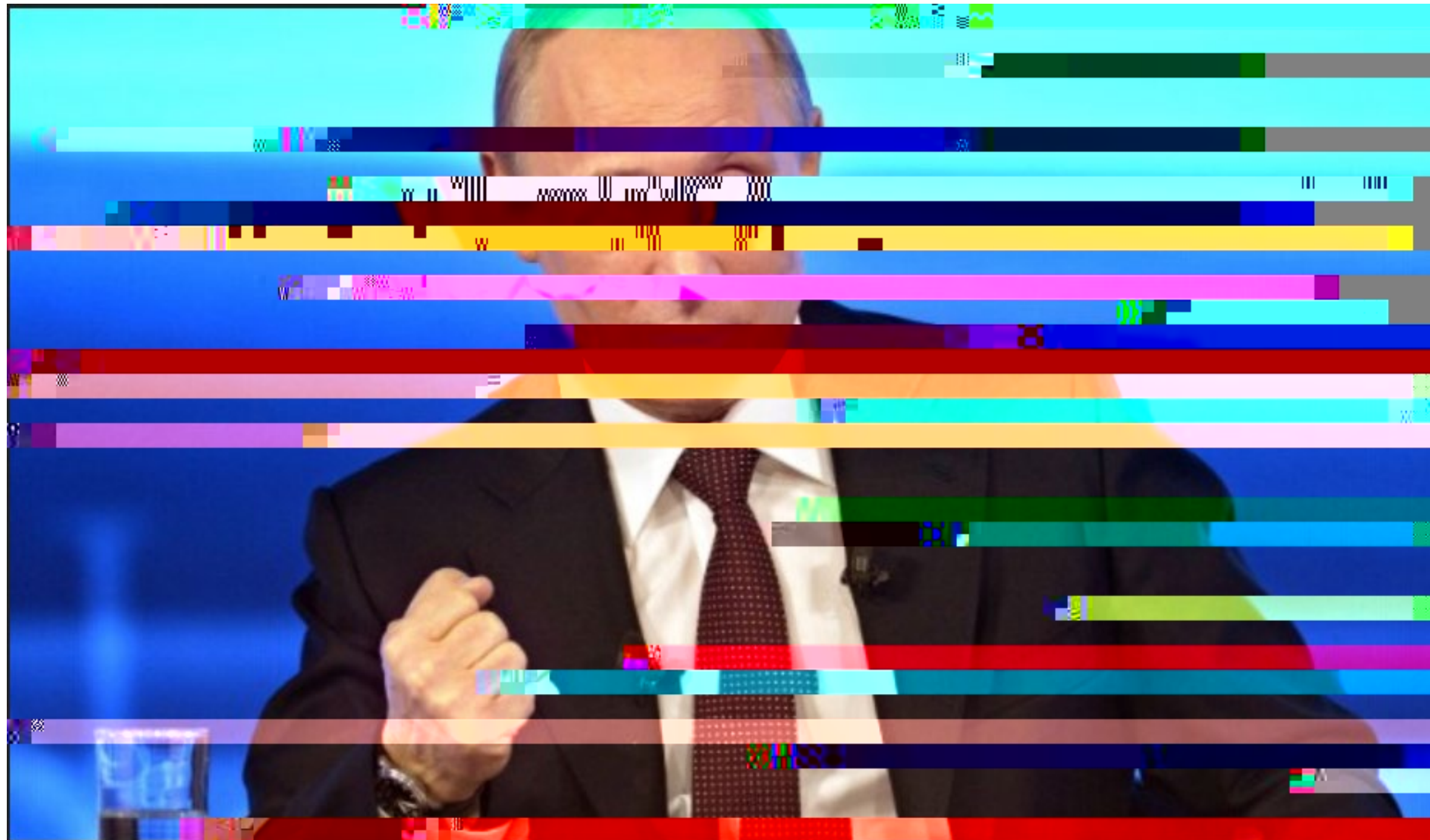



Plumbers

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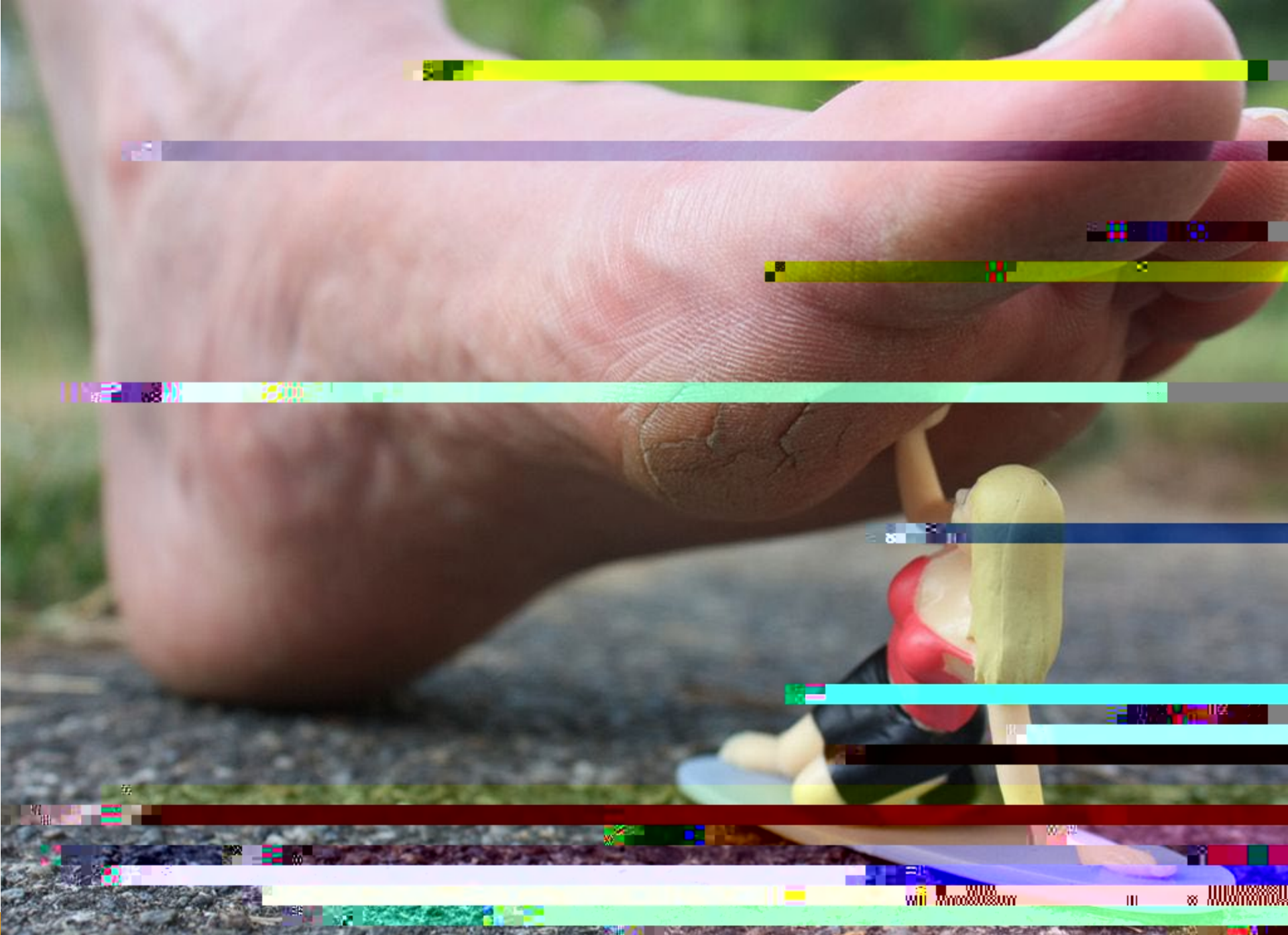






Let us not
fear. But let us never
fear to negotiate.

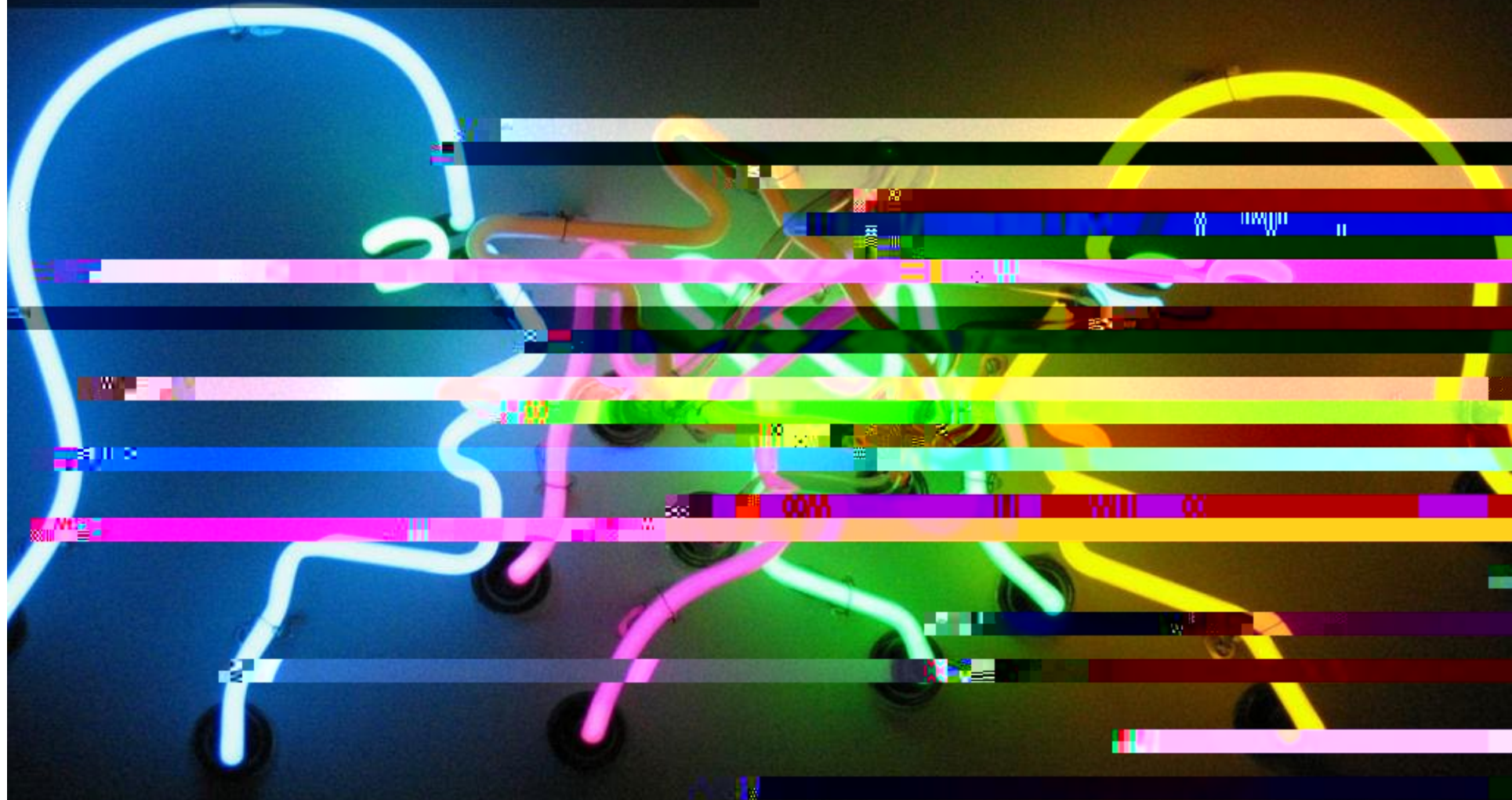
John F. Kennedy

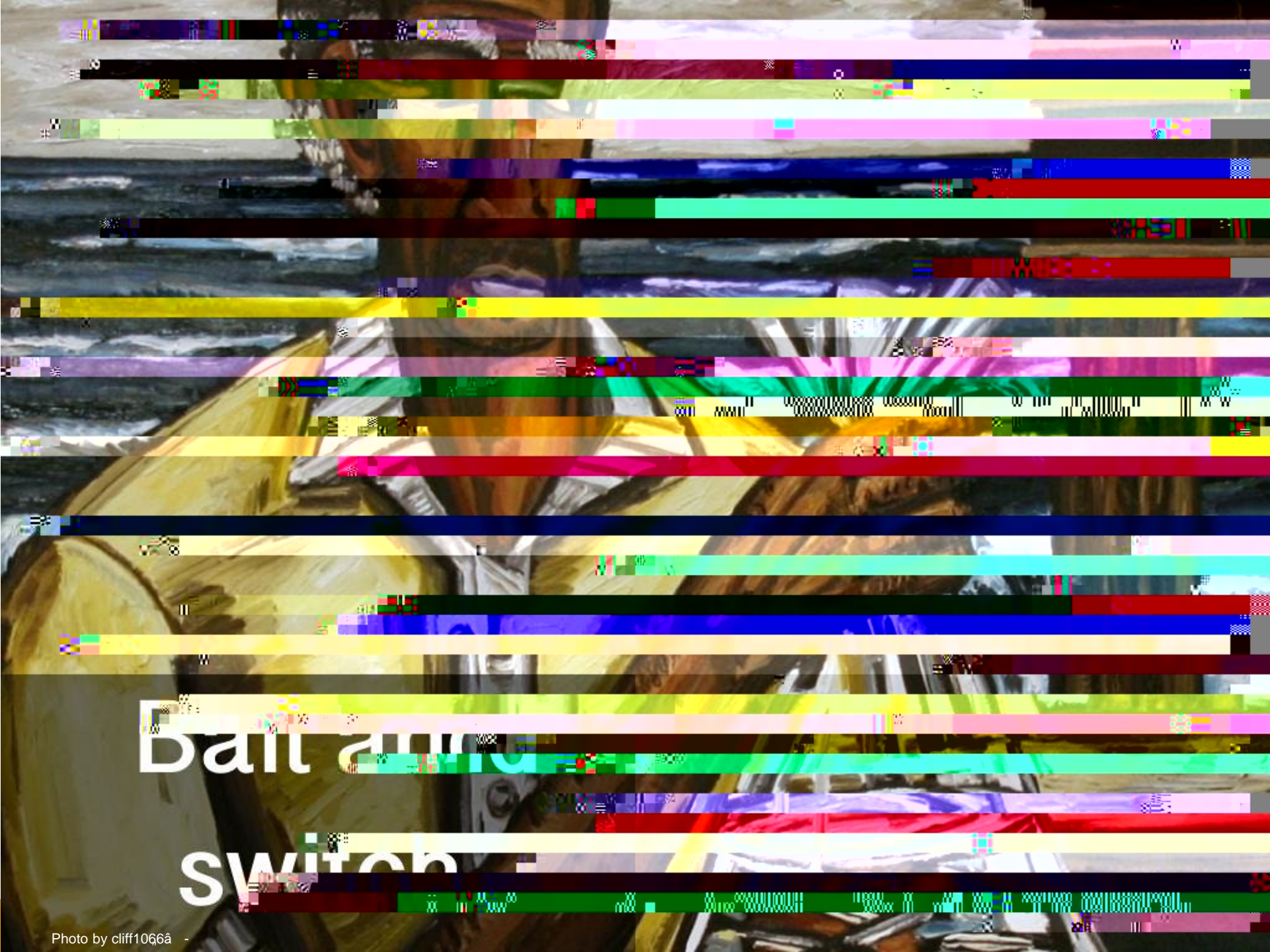




Walk away

Reciprocity





Bait and

Switch





- 9 You are the expert
- 9 It's a relationship
- 9 You train them how to treat you
- 9 You are not powerless
- 9 Never do something for nothing
- 9 Haveothing







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