



# INTRODUCTION

We all negotiate every day, whether we realise it or not. Yet few people ever learn *how* to negotiate. Those who do usually learn the traditional, win-lose negotiating style rather than an approach that is likely to result in a win-win agreement. This old-school, adversarial approach may be useful in a one-off negotiation where you will probably not deal with that person again. However, such transactions are becoming increasingly rare, because most of us deal with the same people repeatedly — our spouses and children, our friends and colleagues, our customers and clients. In view of this, it's essential to achieve successful results for ourselves and maintain a healthy relationship with our negotiating partners at the same time. In today's interdependent world of business partnerships and long-term relationships, a win-win outcome is fast becoming the *only* acceptable result.

While we hear much talk about the coveted win-win outcome, this result is actually not common. Most negotiations will never result in a win-win outcome because of certain common negotiation mistakes and misconceptions. The win-lose mindset is so pervasive that it seems natural for many people. In this book, I hope to change this perception.

Win-win negotiators value their business and social relationships. They know that winning in a given negotiation is not as important as maintaining their winning relationships. Yet this does not mean that they must sacrifice their interests. Win-win negotiators believe they can win both the negotiation and the relationship. Most importantly, they understand that they can consistently achieve win-win results by developing and using a set of win-win negotiating skills and techniques.

You too can develop the win-win negotiator's mindset and learn the skills and techniques to successfully negotiate win-win agreements. The fact that you are reading these lines shows that you are interested in becoming a better negotiator — a win-win negotiator. As you continue reading, you will come to appreciate the benefits of the win-win mindset. You will find that the tools you need are not difficult to master. And you will realise that negotiating can be both fun and rewarding.

I hope you'll practise the skills and techniques shared in this book, and enjoy your journey towards becoming a win-win negotiator.

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