



# **How to Say It: Negotiating to Win: Key Words, Phrases, and Strategies to Close the Deal and Build Lasting Relationships**

*Jim Hennig Ph.D.*

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**A no-nonsense guide to closing the deal that makes sense to everyone.**

Jim Hennig's winning negotiating philosophy is based on finding and meeting the real needs of the other party through the use of questions, effective listening, honesty, integrity, sincere caring, and building partnerships. His approach is predicated on the idea that when people like you, they want to work with you, are likely to concede more often, become more sensitive to your needs, and are more inclined to meet them.

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