



## **A 23-minute Summary of Getting to Yes: Negotiating Agreement Without Giving In**

*Bern Bolo*

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# A 23-minute Summary of Getting to Yes: Negotiating Agreement Without Giving In

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We know that "**your time is valuable**," so we keep it short and concise.

Want a deal to happen in your advantage and a 'yes' to any proposal you offer?  
Then this powerful summary is for you. In just a couple of minutes, you can get the "YES" you've been longing for in your deal in mind.

First, you must know that in negotiations, you have to be careful with your words and acknowledge the *do's* and *don'ts* in the negotiation process.

This summary will provide you with the techniques you have been searching for in years, on the subject of conflict management, handling arguments, and negotiation.

You will learn about the root causes of most negotiation problems, and the solutions to these issues.

Most importantly, you will learn how to come up with mutually satisfying solutions for your party and theirs, without compromising costs and your vested interests.

## **Important lessons you'll learn from this summary:**

- \* How to succeed in deals, get better at negotiations, and get that YES to success.
- \* How to understand the concept of Positional Bargaining and its effect on negotiations.
- \* How to solve the communication gap and get better at it.
- \* How to understand the interest and needs of your business partners, to know the game and negotiate better.
- \* How to manage and address Positional Bargaining.
- \* How to practice Principled and Effective Negotiations.
- \* Coming up with creative and ingenious alternatives that can benefit both parties.
- \* How to establish an objective judging criteria.

## **More inside the summary:**

- \* The various principles and solutions to be followed for a successful negotiation.
- \* An accurate overview of the various parts of the book, including a preface and a conclusion.
- \* Witty and relevant bathroom jokes set before each chapter.

## **Why you must read this summary?**

Because this summary of Getting to Yes by William Ury and Roger Fisher will teach you excellent negotiation skills. They are going to share their extensive experience and expertise on the subject of conflict management, handling arguments, and conducting endless negotiations with you, so you can become the best negotiator. This summary discusses all the main causes of negotiation failures and effective solutions.

After reading this book, you yourself will start an expert negotiator and will likely be leading a more productive and less stressful life.

"Do not bargain over positions, bargain over interests." -The Authors

**Note: This is a 23-minute summary of the book, Getting to Yes: Negotiating Agreement Without Giving In by Roger Fisher and William Ury, not the actual book.**

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