

What makes a great negotiator?

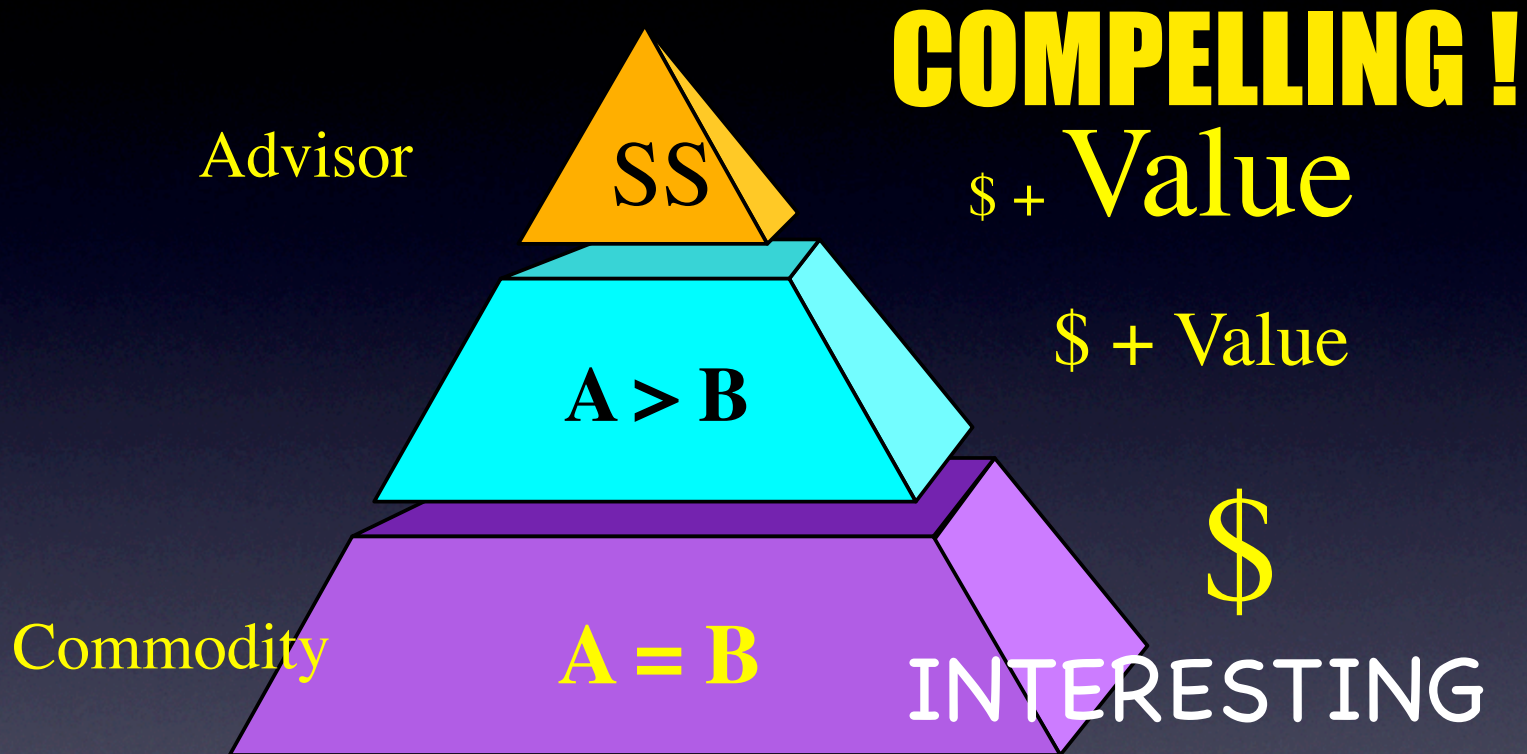
- Mindset
- Negotiation Skills
- Commitment

CLIENT

Speaker/Consultant

Subservient Mentality

Positioning Pyramid



POSITIONING
is the
Redefining
of the
Perception of **VALUE**