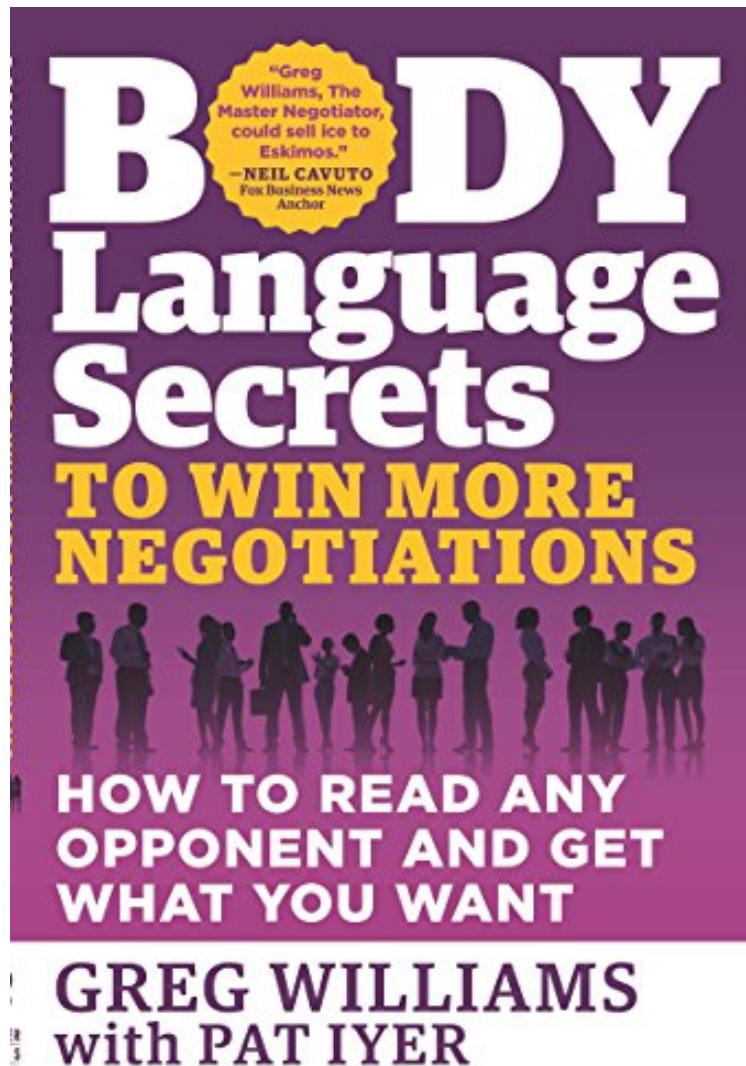


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Body Language Secrets to Win More Negotiations

Greg Williams, Pat Iyer

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Greg Williams, Pat Iyer : Body Language Secrets to Win More Negotiations before purchasing it in order to gage whether or not it would be worth my time, and all praised Body Language Secrets to Win More Negotiations:

4 of 4 people found the following review helpful. How and why body language will influence the outcome of every negotiation, for better or worse
By Robert Morris
All of the major research studies agree that, during one-on-one interaction, body language and tone of voice determine at least 80% of the impact; as for what is said, only 15-20%, at most. However, for whatever reasons, people tend to underestimate ndash; if not ignore ndash; the power and impact of nonverbal communication.
In this book written with Pat Iyer, Greg Williams explains ldquo;how to read any opponent and get what you want.rdquo;
By ldquo;opponent,rdquo; he presumably means someone who wants

something else. Those who have mastered the various skills on which he focuses could well find themselves in competition when engaged in a major negotiation or in a game of high-stakes power. The same skills can help to increase a salesperson's close ratio or prevail during a discussion of promotion and/or increased compensation. These are among the several dozen passages of greatest interest and value to me, also listed to suggest the scope of Williams's coverage:

- o Questions to be answered (Pages 10-11)
- o Body Language as Nonverbal Communication (14-15)
- o Body Language from Head to Toe (15-23)
- o Microexpressions: Catching One-Second Bursts of Emotion (35-56)
- o Preparation (51-72)
- o Priming your adversary (59-62)
- o Controlling emotions (73-92)
- o Brain games/Psychology (93-112)
- o Body language to stimulate triggers (126-128)
- o The Affinity Principle (133-153)
- o Tapping the Power of Influence (155-173)
- o Techniques for Creating a Successful Negotiation (175-195)
- o Group Negotiations (187-197)
- o Strategies (197-217)

Williams provides an abundance of information, insights, and counsel that can help almost anyone to win more negotiations — whatever their nature and extent may be — by taking full advantage of opportunities created by mastery of their body language, and, by their mastery of skills that enable them to read others's body language. Potential applications of his material seem without limit. With only minor modifications, classroom teachers and athletic coaches can interact much more effectively with those entrusted to their care. The same is true of dissatisfied customers whose tone of voice during a conversation with a CSR may well determine whether or not their grievance is resolved. Greg Williams may well have been told by his grandmother what my grandmother stressed over and over and over again. "You'll catch more bugs with honey than you will with vinegar." The same is true with people.

2 of 2 people found the following review helpful. that's not your best offer. I noticed the slowing down in speech ...

By Customer

After reading *Body Language Secrets To Win More Negotiations*, I immediately experienced a huge return on the purchase of the book, and a whole lot more. It occurred when I was negotiating and observed a body language gesture that Greg Williams cites in his book. While engaged in a face to face negotiation with a vendor, I thought, that's not your best offer. I noticed the slowing down in speech from what it had been, along with the rubbing of his eye to gather that insight. I was amazed at how fast we were able to get to a bottom line number that was in my favor after that. I thought, I never knew that observing such small gestures could give such large returns when negotiating. I'm glad I bought this book.

1 of 1 people found the following review helpful. A real page turner, anticipating tips and techniques.

By Neea

This book is packed with easily adoptable skills on reading body language and negotiating tips, whether for your personal or professional life, you will have the upper hand. A great reference book to have on this topic from *The Master of negotiating and reading body language*. Well done!

The success of a negotiation is profoundly affected by how well you read body language. How can you learn to read the subtle clues — many lasting a fraction of a second — that your opponent projects?

Body Language Secrets to Win More Negotiations will help you discover what the "other side" is revealing through body language and microexpressions, and how to control your own. It will help you become more adept at leveraging your knowledge of emotional intelligence, negotiation ploys, and emotional hot buttons. Through engaging stories and examples, *Body Language Secrets to Win More Negotiations* shows you how to employ a wide range of strategies to achieve your negotiating goals. You will learn:

- *How to employ your knowledge of body language to instantly read the other negotiator's position.
- *Insider secrets that will give you an advantage in any negotiation.
- *Techniques to overcome common obstacles that hamper your negotiations.
- *Learning to read and send body language signals enables anyone, anywhere, to gain an advantage in any negotiation, from where to go for brunch to what price to pay for a global corporate acquisition.

"Greg Williams has written a book that should be on everyone's must-read list. The ability to read body language is an essential skill for everyone who negotiates."

— Roger Dawson, author of *Secrets of Power Negotiating*

"This practical book is loaded with proven strategies and tactics to negotiate effectively and get a better deal every time."

— Brian Tracy, author of *The Power of Self-Confidence*

"*Body Language Secrets To Win More Negotiations* is chock-full of techniques from deciphering hidden body language messages to enhancing your negotiation strategies. It will be your go-to resource for stellar results."

— Harvey Mackay, New York Times #1 best-selling author of *Swim With the Sharks Without Being Eaten Alive*

"Greg Williams, the Master Negotiator, could sell ice to Eskimos."

— Neil Cavuto, Fox Business News Anchor

About the Author

With the richness of his 30 years of experience in negotiation and reading body language, Greg Williams is an accomplished author/speaker/trainer recognized worldwide for his knowledge and insight on those subjects. He's often requested to appear on television to critique the meaning and degree of truthfulness concealed in the negotiation strategies and hidden body language gestures of politicians, entertainers, and others in the news. Williams has advised, consulted with, and lent his expertise on reading body language and negotiation strategies to improve the inner workings of numerous small and large corporate organizations. He lives in New Jersey.