



Success Rule #45 Negotiate



Many see negotiating as uncomfortable at best, something to be disdained at worst. We typically associate negotiating with sales involving big-ticket items like homes and cars. The truth is you probably already negotiate with your boss and/or coworkers for time off, your professor/teacher for a better grade, your children to do their chores, with your spouse as to how you're going to spend that refund check, or perhaps with that nice police officer who just stopped you for speeding. The bottom line is, there will come a time when you are going to need to negotiate for a car, a house, a new job offer, assignment, promotion, or pay raise. You do not want to be nervous, unsure of yourself, or learning the ropes on a \$30,000 car, six-figure income, or an even more costly home. Practice instead, on the small items. Start easy and go to a yard sale – or have your own.

When I travel, I always negotiate for a free upgrade, additional services, or to have a fee waived, maybe even a free bottle of wine/meal, satellite radio, or a tank of gas. Sometimes I don't get it, many times I do. When your phone, cable, or internet contract comes due, negotiate for a better rate (hint: if the first person you speak to, can't or won't help, ask to speak with someone from the cancellation/retention department). Every year or two, I negotiate my banking and credit card fees. Buying new furniture, mattress, etc.? Ask for a free set of sheets or free delivery.

With this said, this rule is about negotiating, not about how cheap you can be. It's not about saving a few dollars; it's the ability to influence others ethically to get what you want. It's not about manipulation, which would lack character. It's about influence – with character.

I bet you didn't realize there are scientifically proven ways to be persuasive. That's right, there's a science to it and the good news is it's easy to learn. Stick with me over the next several newsletters because you'll learn a little of the science and as a result - have greater success for it.

Be Extraordinary! When you're not being extraordinary, be awesome instead.

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