



# **De Entrada, Diga No / Start With No: The Negotiating Tools That the Pros Don't Want You to Know: The Negotiating Tools That the Pros Don't Want You to Know (Spanish Edition)**

*Jim Camp*

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Hace años que el "win-win" o el "todos ganan" representa el paradigma de la negociación empresarial, el acuerdo "justo" para todas las partes. No se lo crea. Hoy día no es más que el mantra seductor usado por los negociadores más duros a fin de comprometerle, jugar con sus emociones y aprovecharse de su deseo de llegar a un acuerdo. Este libro le enseña a comprender esas emociones, a desoír los cantos de sirena y a centrarse en los comportamientos que puede y debe controlar a fin de negociar con los profesionales.

Los mejores negociadores:

- No están interesados en el "sí"; prefieren el "no".
- Jamás se apresuran, y dejan que la otra parte se sienta segura y confiada.
- Nunca se muestran necesitados; aprovechan las necesidades del otro.
- Crean dudas para poder hacer preguntas; prestan atención a las respuestas y se aseguran de no tener falsas expectativas o suposiciones.
- Nunca pierden el tiempo con gente que realmente no toma las decisiones.

De entrada, diga no le presenta un sistema de negociación basado en decisiones para no volver a estar a merced de los demás. Nunca más se sentirá fuera de control. Jamás se comprometerá innecesariamente. Nunca más perderá una negociación. Si usted gestiona bien los principios y las prácticas aquí expuestas, se convertirá en un negociador experto.

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