

THE BILLIONAIRE MONEY RULES

HOW TO JOIN THE RANKS OF THE SELF-MADE SUPER RICH



Billionsaire Money Rule #2: Engage in Enlightened Self-Interest

STEPS FOR IMPLEMENTATION

Negotiation is a dialogue between you and counterparties. In business, you want to arrive at a mutually acceptable set of conditions for all involved. This really means that all sides agree on a set of circumstances, though it's quite possible for the negotiations to be more beneficial for you than for the other side.

In studying the self-made Super Rich, we uncovered a fascinating and powerful distinction in the way they often negotiate: They look for leverage. In fact, it's pervasive that the Super Rich use leverage to make good deals for themselves.

Let's look at the four-step negotiation process.

Step 1: Define your own criteria for success.

Define your minimal level of victory. When can you accept compromise? When can you not? This is your line in the sand. If you cannot reach a minimal level of success, walk away.

Step 2: Determine your counterparty's criteria for success.

Knowing where your counterparty draws the line in the sand is equally essential. According to the Super Rich, very few people decide, in advance, when to call off the negotiations. Clearly there are times when this is not an option. However, whenever possible, it's important to discern whether your counterparty has a particular limit. If not, you are already ahead.

Step 3: Find leverage and use it.

Identify your counterparty's weaknesses. Aside from being unwilling to compromise beyond a certain point, unearthing your counterparty's weak spot is the essence of this approach to negotiations. You will benefit from your counterparty's needs and wants as well as their lack of bargaining expertise.



Step 4: Negotiate in good faith.

In the discourse, seek to extract compromises and concessions from your counterparty. In addition, you will benefit from leverage, which can very likely tip the scales way in your favor. Maintain your integrity and professionalism throughout. If it's possible for all sides to leave the negotiations achieving success—the classic win-win—that's even better. Still, for the self-made Super Rich, it's a requirement that they walk away winners.