

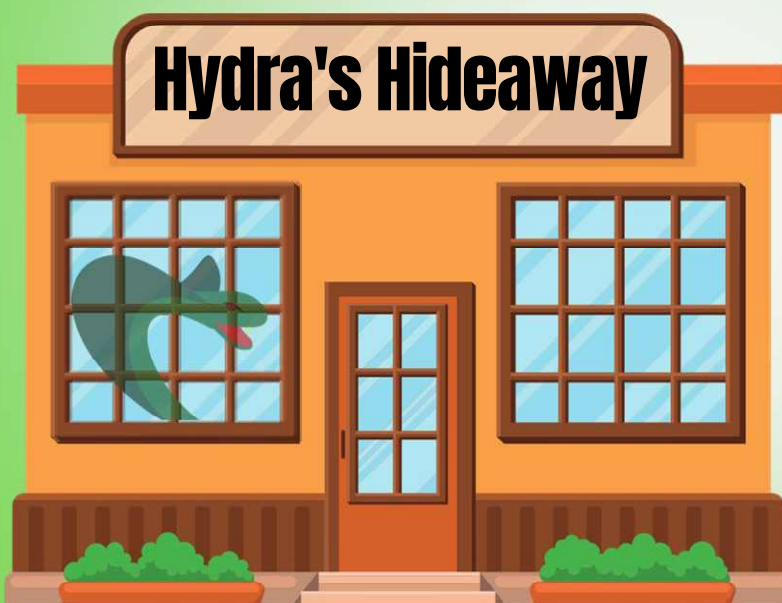
# Negotiating with Difficult Counterparties



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Founder + CEO, How to Contract

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Before turning to a life of destruction and chaos, Hydra operated a day spa that sold his proprietary hydrating moisturizer. Hercules wanted to become a reseller, but he'd never negotiated with anyone as awful as Hydra.



You got this,  
Herc! Just don't  
lose your head.

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## PART ONE

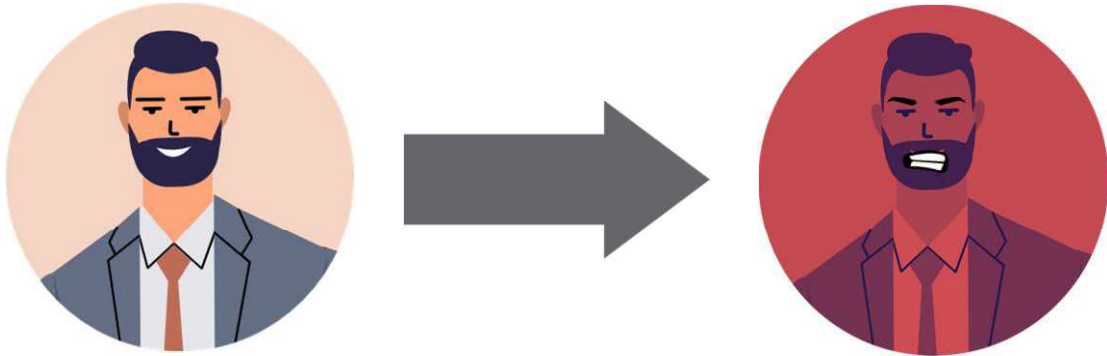
# Our Mindset and Approach

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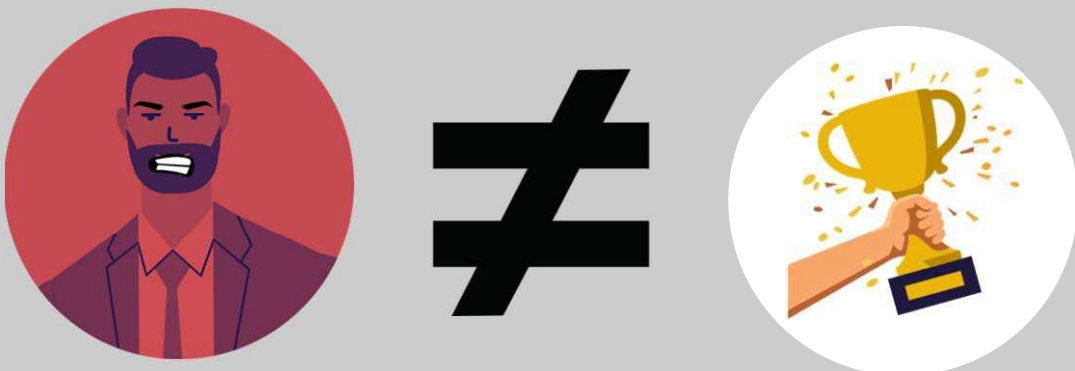
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**Your frustration  
leads to negative emotions.**



5

**Those negative emotions  
interfere with your effectiveness.**



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## Title search: Techniques for Negotiating With Difficult Counterparties

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"Techniques for Negotiating With Difficult Counterparties "