

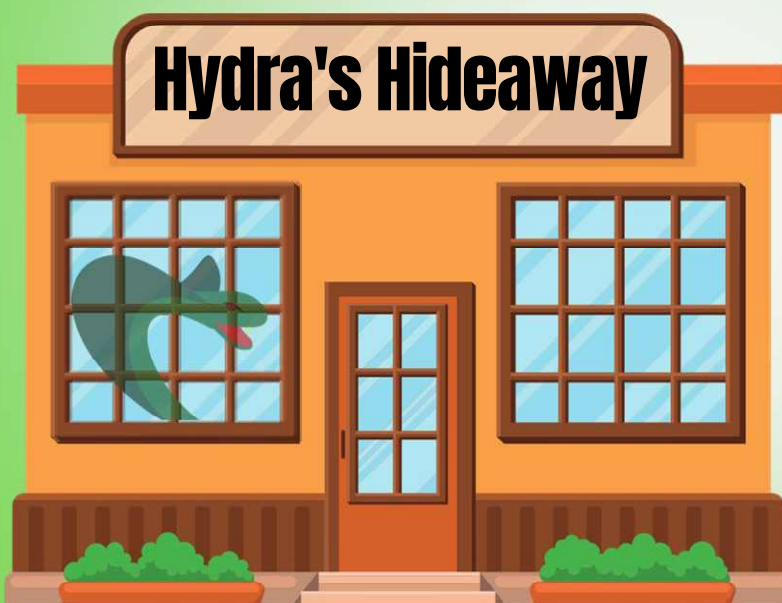
# Negotiating with Difficult Counterparties



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Founder + CEO, How to Contract

1

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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2

## PART ONE

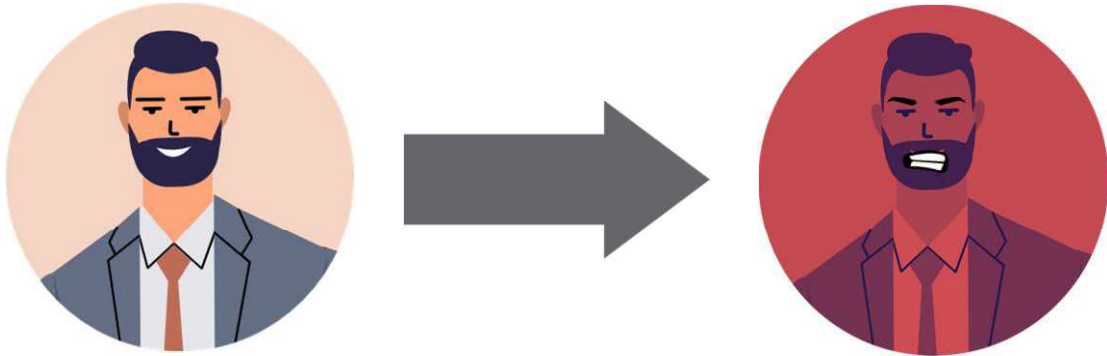
# Our Mindset and Approach

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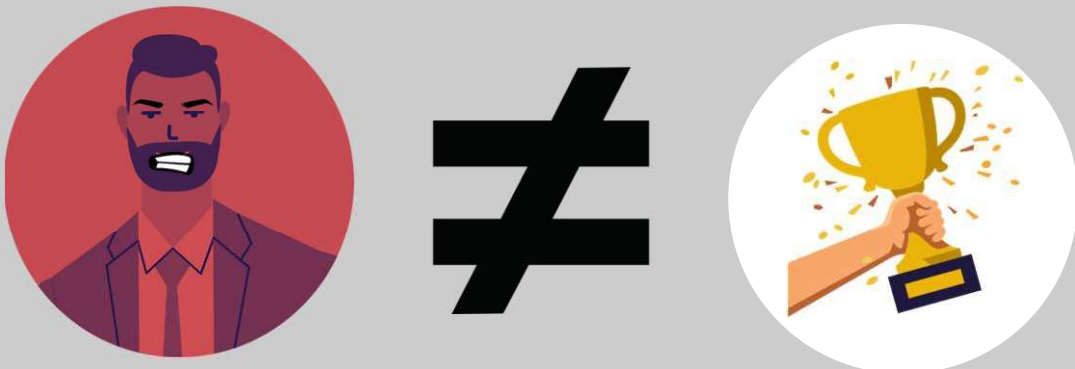
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**Your frustration  
leads to negative emotions.**



5

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



6

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## Title search: Techniques for Negotiating With Difficult Counterparties

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