

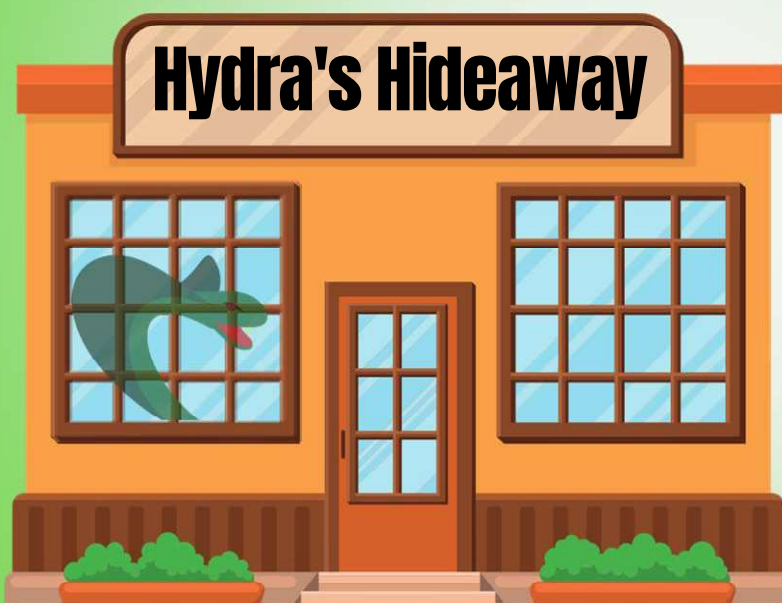
Negotiating with Difficult Counterparties



Led by Laura Frederick
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

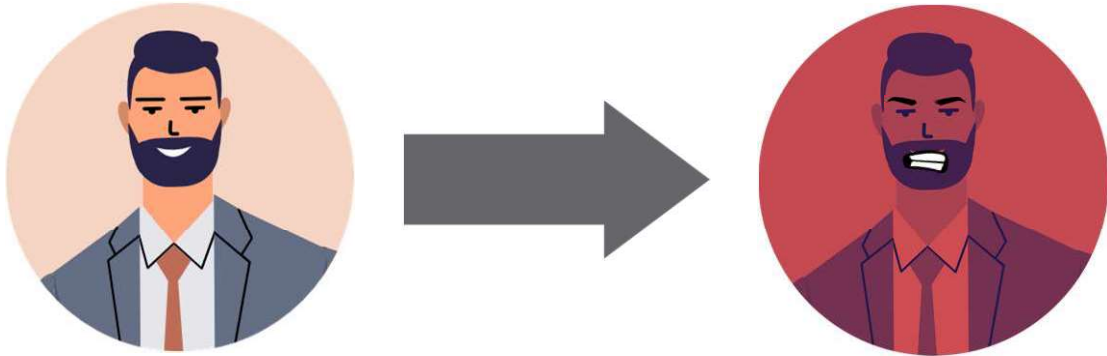
Our Mindset and Approach

3



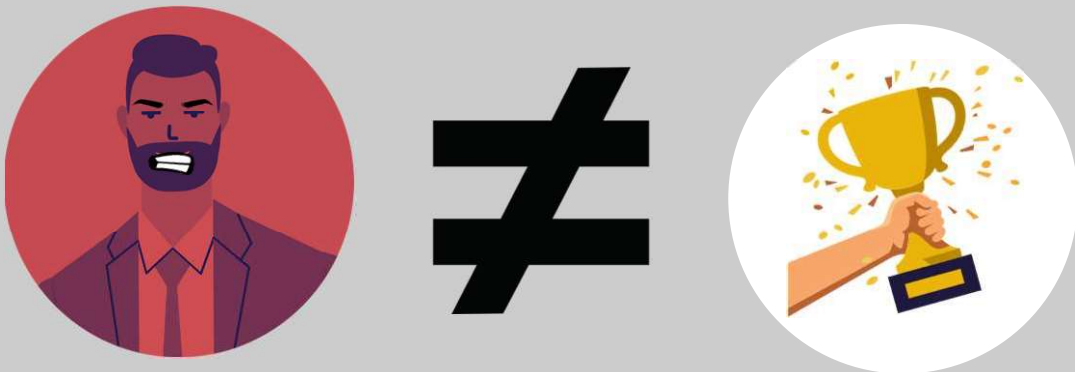
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**Your frustration
leads to negative emotions.**



5

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



6

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