

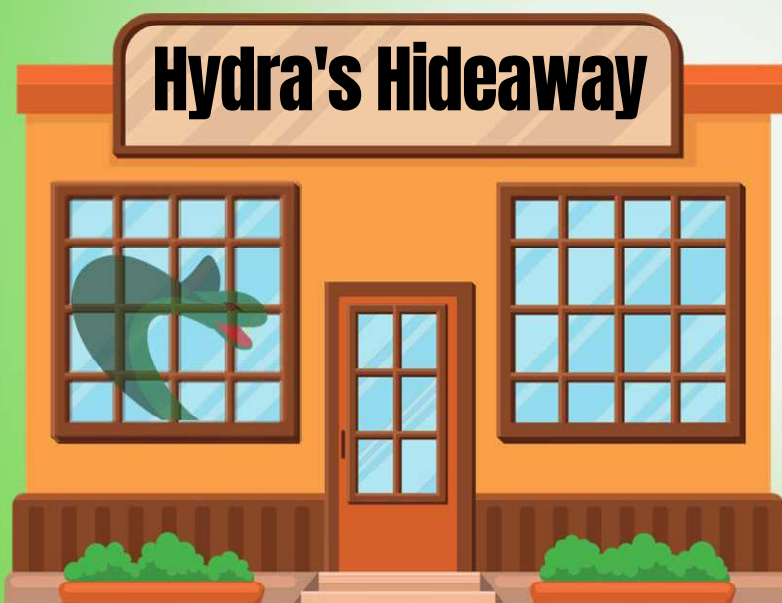
Negotiating with Difficult Counterparties



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.

2

PART ONE

Our Mindset and Approach

3



If Hydra reacted this way to our T&Cs, our negotiation is going to be rough.

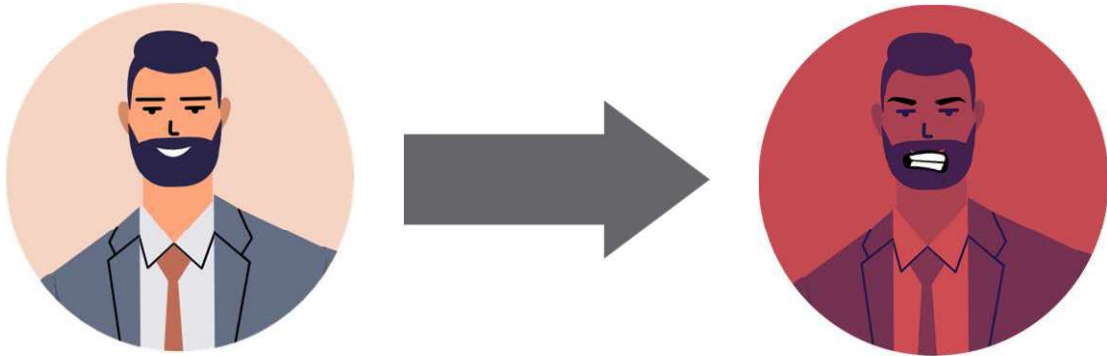
CONTRACT

You cannot make the other side agree with you, no matter how fair or reasonable your asks.

The illustration shows a pair of hands holding a white document labeled 'CONTRACT'. The document has several dark, claw-like marks on it. A thought bubble above the hands contains the text: 'If Hydra reacted this way to our T&Cs, our negotiation is going to be rough.' To the right of the hands, a large block of text reads: 'You cannot make the other side agree with you, no matter how fair or reasonable your asks.'

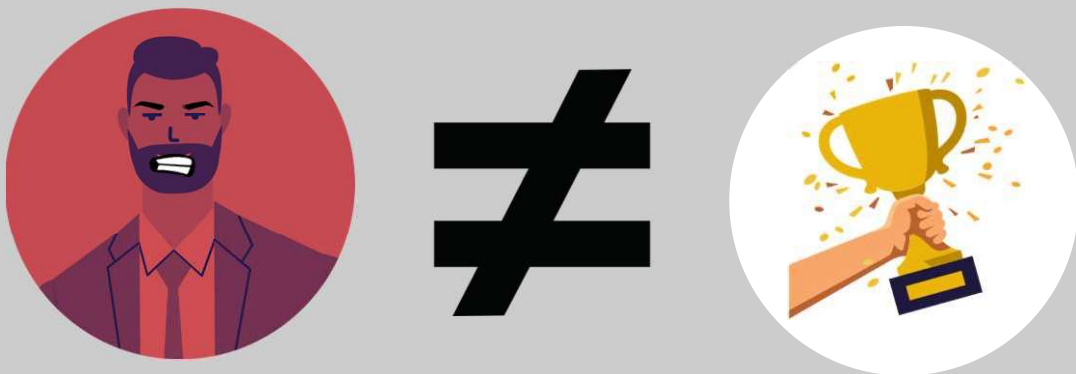
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**Your frustration
leads to negative emotions.**



5

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



6

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