

SEMINAR NOTES

ORVEL RAY WILSON

Guerrilla Negotiating

You negotiate constantly with almost everyone you meet, for time, for resources, for things you buy and sell. You negotiate with your spouse over which movie to see, and with your teenagers over car keys and curfews. You negotiate with lenders and suppliers, as well as with lawyers. And just because they're nice people doesn't mean they have your best interests at heart.

In this content-loaded program, you'll learn how to protect yourself, and gain a fair advantage in any negotiation. Most people have a particular negotiating style, and when you recognize how they operate, you'll know how to counter their tactics, both obvious and subtle. Gain the edge in any negotiating situation when you're armed with these powerful and practical weapons.

As an award-winning speaker and author, Orvel Ray Wilson has spent three decades traveling the world conducting seminars, workshops and keynote presentations. His first book, *Guerrilla Selling*, became a best-selling classic, and made his name as an innovator in sales and marketing. His clients include many industry leaders like IBM, Oracle, United Airlines, Marriott, and Microsoft. His work has been featured in *INC magazine*, *The Wall Street Journal*, *Fast Company*, and dozens of professional and trade journals. He holds the highest certification recognized worldwide by the speaking industry: the Certified Speaking Professional.

**How to
Create a Fair
Advantage in
an Unfair
World**



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