



Simone Janson (ed.)

SAY NO WITH OUT FEELING GUILTY & STILL NEGO TIATE SUCCESS FULLY

Learn to Set Limits,
Increase Productivity,
No Compromise, Overcome
Fear & Negative Emotions,
Reach your Life Goals



Say No without Feeling Guilty & still Negotiate Successfully

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Table of Contents

Imprint

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

Between customer service and self-exploitation: say "no" as a self-employed person // By Simone Janson

No-say as burnout prevention: what to do about stress? // By Roland Jäger, Simone Janson

Methods for more quick-wittedness: setting clear limits // By Peter Kensok, Petra Schächtele-Philipp

Stop! In time say "no" with success: 7 tips for conflict prevention // By Simone Janson

Negotiate without compromise: 10 tips for negotiation in every situation // By Kurt-Georg Scheible

What you can learn from the Hillary Clinton debacle: 7 tips for your career // By Simone Janson

Communicating politely in the job: say no - but right! // By Simone Janson

2 X 8 Tips for dealing with difficult colleagues: How to act properly! // By Simone Janson

Negotiate successfully in 6 steps: Stay objective and fair // By Prof. Dr. Martin-Niels Däfler

Correctly say "No" and set limits: friendly, but definitely! // By Simone Janson

Proper Negotiation and Winning: The Role of Emotions // By Dr. Cornelia Topf

Clear Communication - 2 X 9 Tips: Share Your Opinion! // By Simone Janson

Do not give away money: Do not negotiate too nicely! // By Oliver Schumacher

Conflict management in the company: communication behavior of men and women // By Simone Janson

Time Management - 6 Tips: Work more efficiently with a friendly "No!" // By Simone Janson

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

Authors Overview

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[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher
of the Year Best of HR - Berufebilder.de®](#)

[Appendix: Tips and Prompts for using the AI Extensions](#)

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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Between customer service and self-exploitation: say "no" as a self-employed person

// By Simone Janson

Many founders suffer from not being able to say "no". Thus they endanger the success of their company - and themselves. Because the customer is king, so he must be courted. Because the more similar products and services become, the more important the service becomes. If the price is not the sole criterion, the value of friendly and competent advice increases. But that ...

The customer is king - always?

For founders, this opens up opportunities. They can be used by high personal commitment - and that can lead to problems. Who offers good service, balancing on the fine line between customer satisfaction and self-exploitation

The customer is king - and hotly courted. Needless to say, he should be bound as sustainably as possible to his own company. And as products and services become increasingly similar, it works best through service.

Competence

After all, friendly, competent and fast advice is increasingly important for prospective buyers, in addition to low prices, to buy a product - or not.

Large companies have their people for this. And usually so many buyers for their product that they can not respond to any special requests. It is no wonder, then, that small and individual entrepreneurs, who are often unable to undercut the prices of the big ones, can see their opportunity to score with a service tailored to the customer's needs.

High personal commitment

A high level of personal commitment is required - and this can lead to problems. Because good service is a constant balancing act between customer satisfaction and self-exploitation for many small businesses.

IT consultant Matthias has experienced this firsthand: Server crash at the client - the young entrepreneur was already on Sundays at no extra charge to the site. An acquaintance was looking for advice when buying a laptop - and of course Matthias took for the "small" favor no fee.

Extra wishes instead of strategy

With the intention of attracting prospective customers for their services, the IT consultant kept up too often with extra wishes - and himself with it important tasks. What followed was the crash:

Not only did Matthias exhaust himself completely, he also lost his most important client: "I wanted to please everyone. As a result, I was pretty stressed out and made a programming mistake during a job. That should not have happened," admits the failed businessman self-critically.

Timely draw the line

It does not have to come that far. Because it is not necessary to read the customer really every wish from the eyes. On the contrary: "Companies are not allowed to drive a cuddle course towards their business partners," explains Niels van Quaquebeke, head of the RespectResearchGroup (RSG) at the University of Hamburg, a common mistake.

"Much more can a clear, for the other comprehensible, no 'the recognition for a company even increase. The entrepreneur should make it clear that he does not simply refuse a request arbitrarily, but has good reasons for being 'no' and thus acting responsibly. "

Who is respected?

A recent study by RSG reveals why this is so: people simply have certain ideas about how competent and respectable people should be: namely, trustworthy, reliable and fair.

"Anyone who makes promises he can not keep puts his reputation on the line. And that's ultimately bad for business," says van Quaquebeke.

Friendly, but consistently say "no"

This is also confirmed by personal trainer Tanja Baum: "Nobody can fulfill all wishes to others - especially not in business life. However, those who take their customers seriously, put themselves in their position and explain why they have to reject a suggestion, gain understanding. "Those who honestly admit that they can not help and do not talk themselves out are respected precisely for this consequence. But: Customers always want to have the feeling that they are looking after them.

And the sound makes the music - the art is simply friendly "No! accept. In her book of the same name, Baum gives numerous tips on how to do this. For example, offer alternative solutions, so that the customer does not feel that they are standing in the rain. Or at least make the situation easier for the customer. And always actively thinking along and listening attentively: "Anyone who asks questions during a