

Simone Janson (ed.)

# MAKE MORE MONEY NOW



**Negotiate salary with charisma & rhetoric,  
learn to sell, anti-stress strategies & resilience  
for financial freedom, invest intelligently,  
reach wealth goals**

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*Simone Janson (ed.)*

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Lothar Lay

Dr. Cornelia Topf

Ashlee Vance

Oliver Schumacher

Dr. Job

Fabian Linden

Oliver Schumacher

Dr. Philip Bierbach

Robert T. Kiyosaki

Johann C. Köber

Simone Janson

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# Imprint

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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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You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

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# **Negotiate prices successfully: Don't be afraid to negotiate**

*// By Lothar Lay*

Even the most savvy sellers are afraid of major price negotiations. Naked fear. And rightly so. Because there are good tips.

## **The minefield of the price negotiation**

Price negotiations today - some industries come up with powerful tricks from the buying center and are washed with all water - mostly present themselves as a minefield that even experienced salespeople only want to enter with shudder.

Who didn't want to leave such a minefield as quickly as possible? No wonder that sellers often break in too early, show no backbone and give in to be able to break out of this unpleasant situation quickly. They give discounts so much too early and unfounded that their companies' profits melt away. Not to mention their own commissions.

## **Seller versus buyer**

In a negotiation, salesmen and salesmen stand alone. Everyone has a goal. The end. Here, however, the similarities are already beginning to recur. Because of the market situation the seller sometimes has to conclude with certain companies. The buyer has the goal to achieve the best price for his company.

The modern communication methods help him to expand the competition to numerous possible providers. This advantage will be played out in the negotiation. From the outset, there is an imbalance that significantly influences the dynamics of the negotiation process. Wise and successful salespeople act to this fact by means of intensive preparation in time.

## **Preparation is the foundation of your price ladder**

Sales teams that are excellently prepared will always make lucrative orders. And exactly at the prices that they have set themselves. Successful price negotiators know that the all-important phases take place before the actual price discussion. Here we form the foundation for our personal "price negotiation staircase".

The more time and energy invested in this foundation, the more stable it is. A shaky, poorly researched foundation also means shaky steps that can be climbed only with difficulty. A firm, strong foundation provides firm, safe steps. The time