



# Seal the Deal

USE THESE SIX STEPS  
TO NEGOTIATE  
LIKE A PRO.

By Shydel James

**K**aren Williams walked into her supervisor's office with what she thought was a fail-proof, airtight proposal for a promotion. For six months leading up to her yearly review, the 37-year-old urban planner meticulously documented all of her achievements and job responsibilities over the past six years, hoping that it would compel her boss to give her a well-deserved raise.

"I knew it would be a tough sell," admits the married mother of two from Brooklyn, New York, who hasn't received a pay increase in four years due to budget cutbacks. "But based on the fact that I've been carrying a heavier workload lately, and receiving responsibilities and accountability far beyond what was initially implied in my job description, I put together a pitch to re-evaluate and reclassify my current position."

Williams' boss didn't completely shoot down her idea but told her she'd have to continue to prove herself before he would consider signing off on her request and sub-

mitting it to human resources.

"I'm disappointed," says Williams. "I work extremely hard at my job and easily do the workload of at least three people. I know my worth; I just wish my boss did, too."

Having killer negotiation skills is a critical part of any successful business venture. But not only are many people afraid to ask for what they want, they also don't know how to effectively present their ideas.

Arthur Wylie takes the guesswork out of negotiating with *Only the Crazy and Fearless Win Big!: The Surprising Secrets to Success in Business and in Life*, a tome full of tips and tactics for everyday entrepreneurs on how to hammer out the best deal. Wylie, who is the founder and CEO of Arthur Wylie Enterprises and has brokered more than \$50 million in deals, says that Williams may have gone in with a tight game plan, but what she lacked was buy-in on her vision.

"She failed to relate to her boss and didn't go into her meeting with his needs in mind,"

ROSAN DASHINSKY