

explains Wylie. "It's all about finding commonalities with the other party. It was her against him instead of a joint venture to figure out how they could be more profitable together."

In his new book, Wylie lays out six key tips on how to negotiate like a pro.

KNOW YOUR VALUE

What's your product? What are you selling? How can your proposal benefit the other party? These are all questions you must know the answer to before walking into a negotiation. "You can't properly negotiate if you don't know everything it will take to see your vision through," says Wylie.

PERSONAL RELATIONS

Emails are great, but technology only goes but so far. Remember, you're dealing with human beings. If you want to build a solid relationship with the party you're doing business with, make yourself available for personal interactions. "It's okay to pick up the phone and call someone," says Wylie. "It shows a point of interest and respect. There's often miscommunication when you're not personally involved. Deals are known to close quicker when a person has gotten to know who you are as an individual, trusts you and feels comfortable doing business with you."

GET BUY-IN ON YOUR VISION

To secure buy-in on your vision and prevent your negotiations from falling apart, prepare ahead of time by keeping the other party's vision in mind and jotting down a list of possible reasons why you may not seal the deal. Ask yourself: What will keep me from winning? What are the things that will keep them from wanting to invest in me? Study those motivating factors and walk into your meeting prepared to respond to those questions. "You want the opposing par-

ty to desire the same outcome as you do," explains Wylie. "You do that by showing them how your idea is going to benefit everyone."

BE HUMBLE

Nobody likes to go into a deal with someone who's overconfident all the time. Wylie says that having "humility with a backbone" and empathy for the other person is a great way to end up winning business. "Many people don't ask questions or listen effectively," he explains. "People are always ready to have a response for whatever someone is getting ready to say instead of truly listening and accepting what the person is trying to do." Wylie suggests asking about their goals, dreams and aspirations as a way to express genuine respect and appreciation for the other party. "Women are especially good at this because they are naturally geared towards having empathy for people and are typically great listeners."

FINESSE

Going for the gusto is great, but it's often not the best approach; sometimes slow and steady wins the race. Have fun and give your personality, skills and natural abilities the chance to shine. "You can't walk in there and just go for the kill immediately," advises Wylie. "I always tell people to get to know their audience to ensure that their entire plan works seamlessly."

SWAGGER

Hint at your capabilities without being boastful. Have a commanding and authoritative presence without being pompous. Swagger, according to Wylie, is a characteristic you must possess to succeed in business by exuding a high level of success and fearlessness in all your deal-making situations. "Whoever you're doing business with must know that you have the confidence, intellect and willpower to hold up your end of the bargain and finish the deal. Period."