



LIFE SKILLS

# Negotiation for the Rest of Us

Ask for What You Need—Without Conflict or Anxiety



**SkillNeer.com**

Practical Skills for Everyday Life

BOOK PREVIEW



*"Let us never negotiate out of fear.  
But let us never fear to negotiate."*



— John F. Kennedy

# You Already Negotiate

You negotiate more than you realize. Every time you discuss a deadline, split a restaurant bill, decide whose family to visit for the holidays, or ask your landlord to fix something—you're negotiating.

## When the Stakes Rise

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The problem isn't that you lack ability. Most people navigate these conversations daily without thinking twice. The problem is that when the stakes rise—a raise, a contract, a significant purchase—we freeze. The word "negotiation" triggers images of boardroom confrontations and aggressive tactics that feel nothing like us.

## It's Just a Conversation

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Here's what nobody explains clearly enough: the skills that make someone good at negotiation are the same skills that make someone good at conversation. Listening. Understanding what the other person needs. Being clear about what you need. Finding a path that works for both sides.

This guide won't teach you to be aggressive, manipulative, or tactical. It will help you have honest conversations about what you need—and make it far more likely you'll get it.



*"In business as in life, you don't get what you deserve, you get what you negotiate."*

— Chester L. Karrass



Negotiation isn't a talent reserved for aggressive personalities. It's a learnable skill for anyone willing to prepare, listen, and ask.

This guide provides practical frameworks, real-world scripts, and the confidence to advocate for yourself—at work, in business, and in everyday life.

#### WHAT YOU'LL LEARN

- ◆ Why negotiation is a normal life skill, not a special talent
- ◆ Preparation frameworks that eliminate anxiety
- ◆ Scripts and phrases for salary talks, purchases, and deadlines
- ◆ How to handle pushback without damaging relationships

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