

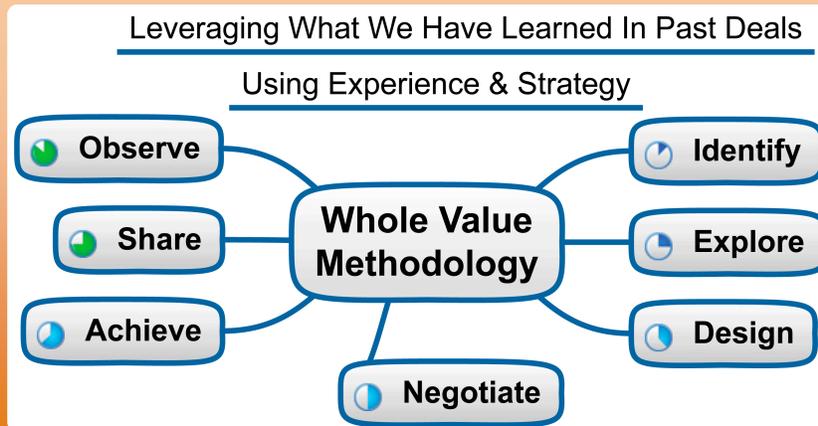
WieseLaw Contract Studio Communiqué

-- The Value of Your Business is the Sum Total of its Deals --

Deal World Rule #3 – Great dealmakers employ great methodology.

Creating, refining, and consistently applying a strong methodology empowers you to leverage your experience, tools, knowledge and wisdom into a winning formula. You gain efficiencies, reduce your risks, and achieve better results.

Below is a visual overview of our methodology (at a high level) . . . one that we're continually refining to incorporate the most innovative ideas that we can garner from our experience, from our studies, and from the world's great thought leaders. It contains 7 phases:



This Deal World Rule #3 is about efficiency, flexible consistency and life-long learning. To negotiate great deals, your approach should honor your authenticity and the uniqueness of each deal, while weaving in what you have learned (and continue to learn) about the essential common qualities of all great deals.

When you see great negotiators who appear to be shooting from the hip they actually have an underlying method to their seeming spontaneity. At the start of one deal, I overheard the other negotiator whispering to his colleague -- "Remember, let's be spontaneous ... like we planned it."

How do you approach your deals? Do you do it in a manner that empowers you to collect wisdom along the way? Do you learn from your successes (and from your failures)? Do you incorporate that wisdom into a well-crafted and continuously refined methodology? Do you apply that methodology consistently, yet flexibly, to each unique deal situation? If so, congratulations. If not, start today.

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