



# Unlocking Yes: Sales Negotiation Lessons & Strategy

## International Professor endorses Unlocking Yes!

*"In Unlocking Yes: Sales Negotiation Lessons & Strategy, Patrick Tinney shares a rich combination of key negotiation principles and professional stories drawn from his own and his colleagues' experience as veteran sales experts. As a negotiation professor, I was glad to have the chance to read it.*

*Unlocking Yes is fairly unique in the way it focuses on the connections between the two critical business skills of sales and negotiation. I've met many who feel lacking in both subjects, and I'm glad to know that Unlocking Yes is written with them in mind. The book can reassure and help many of them.*

*Unlocking Yes succinctly reviews key principles of negotiation in an easy-to-read format - principles that are central to the field and that can make a big difference for anyone. It also offers a number of noteworthy ideas about the selling process, rightly emphasizing relationship building, listening, preparation, and even connecting that work with other business concepts such as SWOT analysis is accretive.*

*The book's stories add color and subtleties to these principles. For example, to illustrate the importance of negotiation relationships, Tinney recounts a powerful story about going out of his way to do right by a client. The client so appreciated his consideration that years later when he faced layoffs at his firm, the client offered to help him find another job.*

*Helping people produce more creative, satisfying agreements is a hugely valuable thing to do. Unlocking Yes can help readers do just that, especially those in sales who are new or feel strongly challenged by this critical task."*

**Prof. Seth Freeman**  
Negotiation & Conflict Management  
NYU Stern School of Business, Columbia University

## UPCOMING AUTHOR SIGNINGS

Sat., Nov 1 <sup>st</sup>	1 to 4 pm	Chapters – Burlington
Sat., Nov 15 <sup>th</sup>	1 to 4 pm	Chapters – Ajax
Sun., Nov 23 <sup>rd</sup>	1 to 5 pm	Chapters – Erin Mills

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Author, Speaker, Trainer

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