

New Episode of Transaction Talk | Mastering the Art of the Deal: Negotiation Tactics for Business Owners

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Negotiation isn't just a skill; it's a strategy that can make or break your next big deal! On the latest episode of Transaction Talk, hosts Eric Sigman and Jennifer Fox are joined by senior business advisor at Transworld Business Advisors, Bill Luce, to discuss the art of negotiation.

From defining what negotiation really is to explaining why preparation is key, Bill walks us through the negotiation methods every business owner should master. We dive into some powerful tactics, such as setting an extreme anchor and staying silent before discussing the importance of listening and keeping emotions at bay. Bill also highlights the value of showing understanding, being cautious of artificial deadlines, and *always* getting everything in writing!

[Listen to the full episode and subscribe to Transaction Talk here.](#)

Transaction Talk is a podcast co-hosted by RIW shareholder [Eric Sigman](#) and Jennifer Fox, the president of Transworld Boston. The podcast provides a 360-degree view of the current Boston M&A market and breaks down the deal process from a business, brokerage and legal perspective.

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