

Beyond Wins by Mala Subramaniam

BEYOND WINS

EASTERN MINDSET FOR **SUCCESS**
IN DAILY BUSINESS NEGOTIATIONS



MALA SUBRAMANIAM

1. How to Use Eastern Wisdom in Western Business. So much of Western business negotiation is about “winning,” but so rarely does the victorious party feel like they actually won something. In *Beyond Wins* by Mala Subramaniam, she’ll show you how to steer away from immediate gains and shows you how to achieve business results and relationships that last based in Eastern wisdom.

2. How to Successfully Negotiate Using the Communications Signal. Using a traffic-light analogy, learn the very fundamentals of all business communication. You’ll go from having *just* a conversation to actual communication, walking away with a shared understanding and a solution that all parties are happy with.

3. How to Discern When to Use Words and When to Use Silence. Silence is not a tool, and it is not a technique to unnerve your opponent in a negotiation. Silence gives way to stillness, which allows for clear thinking and communication in negotiation. When words just aren’t getting the message through, using silence as a means of reflection and contemplation can be the key to resolution.

4. A Person’s Mindset Determines the Success of Any Business Negotiation. Mala Subramaniam has seen firsthand how having the proper mindset leads to better business results. Shifting to a contemplative mindset means looking beyond today to focus on those actions that may be beneficial in the long run for both sides. Measure success by how many people you take on your journey to accomplish business goals, not by how many people you leave behind as failures because they could not keep pace with your proficiency in arguments.

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