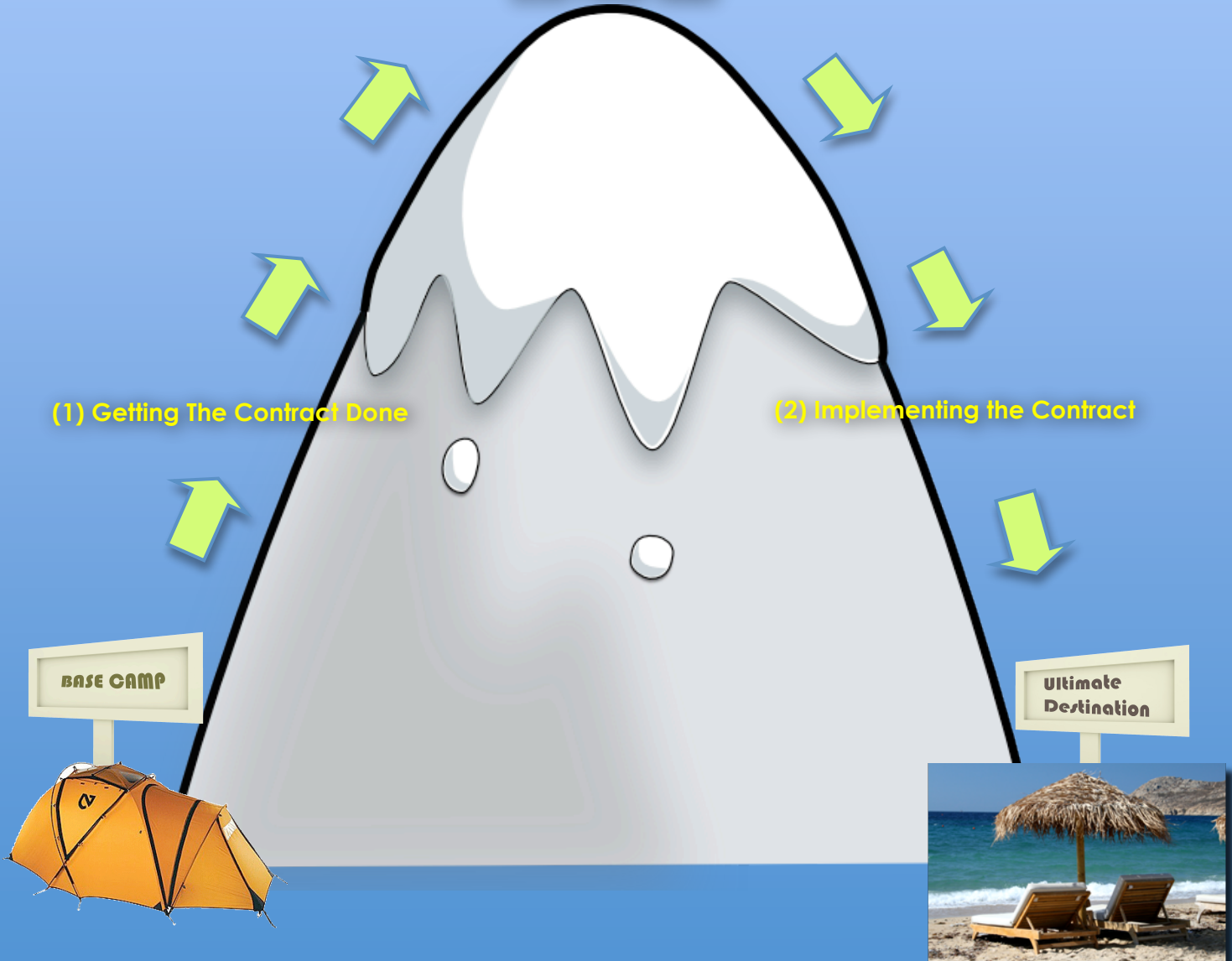


Deal World Rule #12: BRINGING IT HOME

Although mountain climbers may think their goal is the summit, that's actually only half the battle. The real benefit of the endeavor lies in bringing home the achievement. Similarly, in Deal World, many negotiators focus on getting a contract done, but fail to plan for its implementation. Getting the contract done is only half the battle. Bringing home the fruits of that achievement is the other half – and that requires a well-planned implementation!

Keep both parts in mind at all times. Are you properly planning and executing the implementation of your contracts? If so, congratulations. If not, start today!

DONT STOP HERE!



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