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## **NEW BOOKLET PROVIDES TIME-TESTED STRATEGIES FOR SUCCESSFULLY NEGOTIATING FREIGHT AGREEMENTS.**

(Dumont, N.J., February 5, 2007) Negotiating is something virtually every logistics professional will have to do over the length of a career. It goes with the territory. Good negotiation skills are truly essential for the successful logistician.

According to Mike Stroh, logistics and supply-chain consultant and author of the just published booklet, "Freight Negotiation Basics", negotiation is "the process of getting as much as possible from the opposite party while giving as little as possible in return. However, you want to do this in such a way that the opposite party does not feel they received little, if anything, in return. The psychological aspect is essential."

Stroh maintains that negotiation is far more art than science. "There are some who try to systematize the negotiation process," says Stroh. "They construct a methodology that is rigidly rules-based and pseudo-scientific in approach. I am here to tell you that those methods are flawed and despite assurances to the contrary, will not guarantee you success."

Among the many proven techniques Stroh outlines in his booklet:

- If a supplier asks for a price increase, always say no as your first response. Most of the time it works. The best is when you are asked for an increase and the end result is you get a reduction in price. It happens.
- Never look needy. It diminishes your position of power. The sales person is usually the one in need. You want to retain that advantage.
- Psychology is immensely important. Know your adversary's personality and exploit its weak points to your advantage.
- Never walk into a negotiation unprepared. Understand as much about what you want and what your adversary wants as possible. Knowledge is power. It is an old cliché, but true. While good preparation will not guarantee a win, poor preparation will almost guarantee a loss.
- Negotiation can be an emotional undertaking. Do not let emotion control you. Use it to your benefit and to the detriment of your adversary.



Always regard negotiation as an intellectual exercise. Always be prepared.

- Understand your marketplace. Know your adversary's business as well as you do yours. Understand the importance of your business to your adversary. Know what the market will bear.

There is no "one" correct approach to successful negotiation. The outcome is dependent upon you and your adversary. You take different approaches based upon the personality and background of your adversary. It is incumbent upon you to know which one will work best with that particular adversary. Sometimes multiple approaches are needed.

As an extra bonus, this booklet contains a model Request for Quote (RFQ) template on an included CD-ROM.

To receive a copy of Stroh's booklet and the bonus CD-ROM, send a check for \$9.95, payable to Logistics Network Inc., to:

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Mike Stroh is a logistics and supply-chain consultant. He is the author of *A Practical Guide to Transportation and Logistics*, wrote the Boy Scouts of America *Truck Transportation* merit badge pamphlet, has been a contributor to *Traffic World* magazine, and is a member of the faculty of The Institute of Logistical Management and the World Trade Institute of Pace University.

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