

WINNING THROUGH INTIMIDATION

How to Use Intimidation to Deal from a Position of Strength

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MAIN IDEA

The Theory of Intimidation states that in any financial transaction, the person who is intimidated the most will earn the least. The person who, through a strong posture, does the intimidating, will earn the most.

Everyone can either use business intimidation to their advantage or automatically have it used against them.

1. LAYING THE GROUNDWORK FOR WINNING

Most success formulas can be boiled down into variations on two big business myths:

1. Work long, hard hours.
2. Keep a positive mental attitude.

However, in reality, neither of these myths make the slightest bit of difference.

Sustenance of a Positive Attitude Theory

Always assume the worst possible result in any negotiation but be prepared for the best should it eventuate.

Maintain a positive attitude by always expecting things will go wrong, but being ready should they come together.

Uncle George Theory

If you keep your nose to the grindstone and work hard, the only thing you're guaranteed is to get old.

2. BASIC THEORIES OF INTIMIDATION

The basic theories of intimidation are:

Theory of Reality

Reality isn't the way you wish things were but the way they actually are. Either use reality or it works against you.

Theory of Relativity

Few people look at things in a relative light. Until you do, you'll never be able to choose the correct actions.

Theory of Relevance

You can spend an entire career working on things that are interesting but irrelevant to your business aims.

Thirty Year Theory

Have as much fun as possible achieving all you can while you're in the game of life.

Ice Ball Theory

Don't take yourself and everything that happens too seriously.

3. ADVANCED INTIMIDATION THEORIES

Tortoise and Hare Theory

It doesn't matter how well you start, the aim is to be ahead at the end. Keep your head down and work hard.

Court-Holder Theory

Never be intimidated by know-it-alls. It's not relevant.

Three Type Theory

There are only three types of people in the business world:

- Type 1 - people who openly act in their own self interest.
- Type 2 - people who work behind your back to cut you out.
- Type 3 - People who, despite best intentions, cut you out

Leapfrog Theory

You don't have an obligation to work your way up.

Leapfrog to the level you want to operate on and work there.

Posture Theory

It's not what you say or do that counts but what your posture is when you say or do it.

4. APPLYING THE INTIMIDATION THEORIES

Makeable Deal Theory

Concentrate on just a few makeable deals at all times.

Fiddle Theory

The longer someone fiddles, the more likely they'll say no.

Boy-Girl Theory

People are always attracted to what they can't have and spurn whatever is freely available to them.

Better Deal Theory

It's human nature to worry that there's a better deal waiting just down the street whenever you commit.

The Attorney Goal Line Defense

Attorneys are always deal killers given half a chance.

Dirty Laundry Theory

Secrets have a way of getting out for every deal.

Bluff Theory

The best way to bluff is not to bluff.

Factors Beyond Your Control Theory

Most deals never come together due to unexpected factors.

1. LAYING THE GROUNDWORK FOR WINNING

Main Idea

THE BIG TWO BUSINESS MYTHS

Most popular success formulas can be boiled down to:

- 1. Work long, hard hours.**
- 2. Keep a positive mental attitude.**

Successful people usually cannot dispassionately analyze the reasons for their success. They always think they know, but in reality they are too close to the forest to see the trees - that is, they're so caught up in the nuts and bolts of what they're doing they can't mentally step back and logically describe their actions.

Therefore, when successful people are asked how they got there, they often give a conditioned response and repeat society's big two business myths. In fact, they may be too cowardly to acknowledge how they got where they are today for fear of offending the masses. Or, they may have their own commercial reasons for recycling society's standard responses.

Supporting Ideas

Consider each of these myths in turn;

1. Work long, hard hours.

Firstly, the words "hard" and "long" are relative. What one person considers is working hard may be half speed to someone else. These terms are vague, and can be adjusted to suit anyone's work pattern whether their work habits are good or bad.

This myth also doesn't take into account individual abilities. What one person does in 10 hours, someone else might do in one hour. There's also a point where relaxation is the most efficient use of time. There are just too many unknowns in this myth.

Therefore, replace the "work long, hard hours" myth with:

UNCLE GEORGE THEORY

All other things being equal, if you keep your nose to the grindstone and work long, hard hours, the only thing you're absolutely guaranteed is that you'll get older.

There's not a single person in the world who can't see all around him examples of people who have worked long, hard hours all their adult lives without achieving any great financial or other success.

The trick is not to wonder whether this is just, but to acknowledge the reality and use it to your advantage instead of allowing it to work against you. Hard work does not prevent you from being a success, but in and of itself, it doesn't guarantee success either.

Now, turning to the second myth;

2. Keep a positive mental attitude

Most people have the cart before the horse on positive mental attitudes. They think of it as a cause of success, when in reality a positive mental attitude is the result of being prepared.

A true positive mental attitude comes from being prepared, understanding the realities of what it will take to succeed and being very good at the necessary techniques. The more thoroughly you're prepared, the more positive you will be and the better your chances of succeeding.

Some people have a distorted view of positive mental attitude. They think it can be synthetically manufactured by standing in front of a mirror smiling and repeating over and over simple slogans, or by heartily shaking hands with the people they meet and grinning from ear to ear.

However, while being prepared is essential to the development of a positive mental attitude, it does not guarantee success by itself. Personal preparation can't control all the realities of every business situation. This is summed up in the next theory;

SUSTENANCE OF A POSITIVE ATTITUDE THROUGH THE ASSUMPTION OF A NEGATIVE RESULT

In any situation, you should realistically assume that you won't make a sale due to any of a number of factors beyond your control. The trick lies in being prepared and confident enough to take advantage of that situation if things do work out, but realistically assuming the worst.

This theory is a method for sustaining a positive mental attitude in the face of consecutive failures. By assuming things will go wrong, you can sustain a positive state of preparation over a long period.

You prepare for long-term success by being prepared to accept short-term failure. This works only if you're prepared to succeed, and honestly confident you can move ahead if the right door opens.

Look at each negative result as an educational experience, extract the lessons you can learn and then move on rather than dwelling on all the thoughts on how things could have worked out.

