ADVISOR .TIPS

DECISIONS

Some decisions change the company. Others end it.

Negotiation was never the problem. The problem was always deciding without seeing the whole game.
Selling, buying, taking on a partner, facing the bank: some decisions cost too much to get wrong.
We sit next to you before the first move.

Does this sound familiar?

And no, it is not just you. Almost every owner whose company grew has been through at least one of these.

01 Should I sell now, or wait?

02 Do I accept this offer, or hold?

03 My partner wants out, and I do not know for how much.

04 The bank changed the terms in the middle of the game.

05 The investor wants a stake. How much is fair to give up?

06 I feel like I am giving up too much.

The Cost of Waiting

Every big decision has a cost that does not show up right away. It arrives later, with interest.

01 Every concession made under pressure becomes the reference for the next. The other side learns your limit.

02 Those who decide without seeing the next moves usually lose before the meeting begins.

03 The price of getting a sale, a partner exit or a debt wrong can rarely be undone.

> ***The problem was almost never negotiating. It was deciding without method, and finding out the price later.***

Why It Happens

Negotiating is not trading proposals. It is **managing consequences**. Every request, every concession, every silence, every deadline, every number on the table opens a move for the other side.

It is chess, not checkers. Those who see three moves ahead decide from a different place.

Those who do not measure what they ask, give in.

What We Do

We come in **before the negotiation begins**, while the decision is still taking shape:

- **we map the scenarios**
- **we measure the risk of each path**
- **we anticipate the other side's moves**
- **we structure the alternatives**

At the table, we prepare each request and each concession. Away from it, we **support the decision with whoever carries its weight**.

> It is our NAIPE method in action: we measure the request, read who is asking and anticipate the moves, so you reach the table knowing the whole game.



A direct question

Before the next big decision, one question: are you seeing the whole game, or just the move of the moment?

That is what we want to talk about.

We have sat through hundreds of hard negotiations: sale, partner entry and exit, debt, acquisition. The pattern repeats, and it can play in your favor.



Talk about a decision

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