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December 2010 3 E News presented by

# Florida Business Expo

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Welcome Helen Vella

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a subsidiary of Florida Business Expo, LLC created to educate business and community leaders through seminars and training courses, will be led by our newest addition, Helen Vella. Along with an impressive list of accolades including a successful consulting business of

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**Ten Tips for  
Negotiating in 2011  
by Ed Brodow -  
Brodow.com**

The ability to negotiate successfully in today's turbulent business climate can make the difference between success and failure. With this in mind, Ed has reevaluated his list of top ten negotiation tips. Here are Ed Brodow's Ten Tips for Successful Negotiating updated for the year 2011:

1. Don't be afraid to ask for what you want.
2. Shut up and listen.
3. Do your homework.

her own, she is a born leader and entrepreneur. We are honored to be working with her.



Helen Vella, Senior Business Consultant  
[www.FloridaLeadershipNetwork.org](http://www.FloridaLeadershipNetwork.org)  
[Info@FloridaLeadershipNetwork.org](mailto:Info@FloridaLeadershipNetwork.org)  
 407.232.4439

4. Always be willing to walk away.
5. Don't be in a hurry.
6. Aim high and expect the best outcome.
7. Focus on the other side's pressure, not yours.
8. Show the other person how their needs will be met.
9. Don't give anything away without getting something in return.
10. Don't take the issues or the other person's behavior personally.

For more information or to read the full article, go to the Shepard SandBox

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 Submit your tips and ideas for possible addition to our newsletter via email

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 BUSINESS  
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"Those people who are crazy enough to think they can change the world are the ones who do"

### Florida Business Expo, Inc

[www.FloridaBusinessExpo.com](http://www.FloridaBusinessExpo.com)  
[Info@FloridaBusinessExpo.com](mailto:Info@FloridaBusinessExpo.com)  
 407-296-5882

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