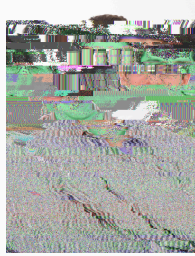


## PHASES OF THE NEGOTIATION

1. Preparation and planning
2. Goals agreement and alignment
3. Positions and strategies
4. Closure and implementation





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MBA from IE Business School, with more than 15 years of experience in the commercial area in different top multinational companies and diverse markets.

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