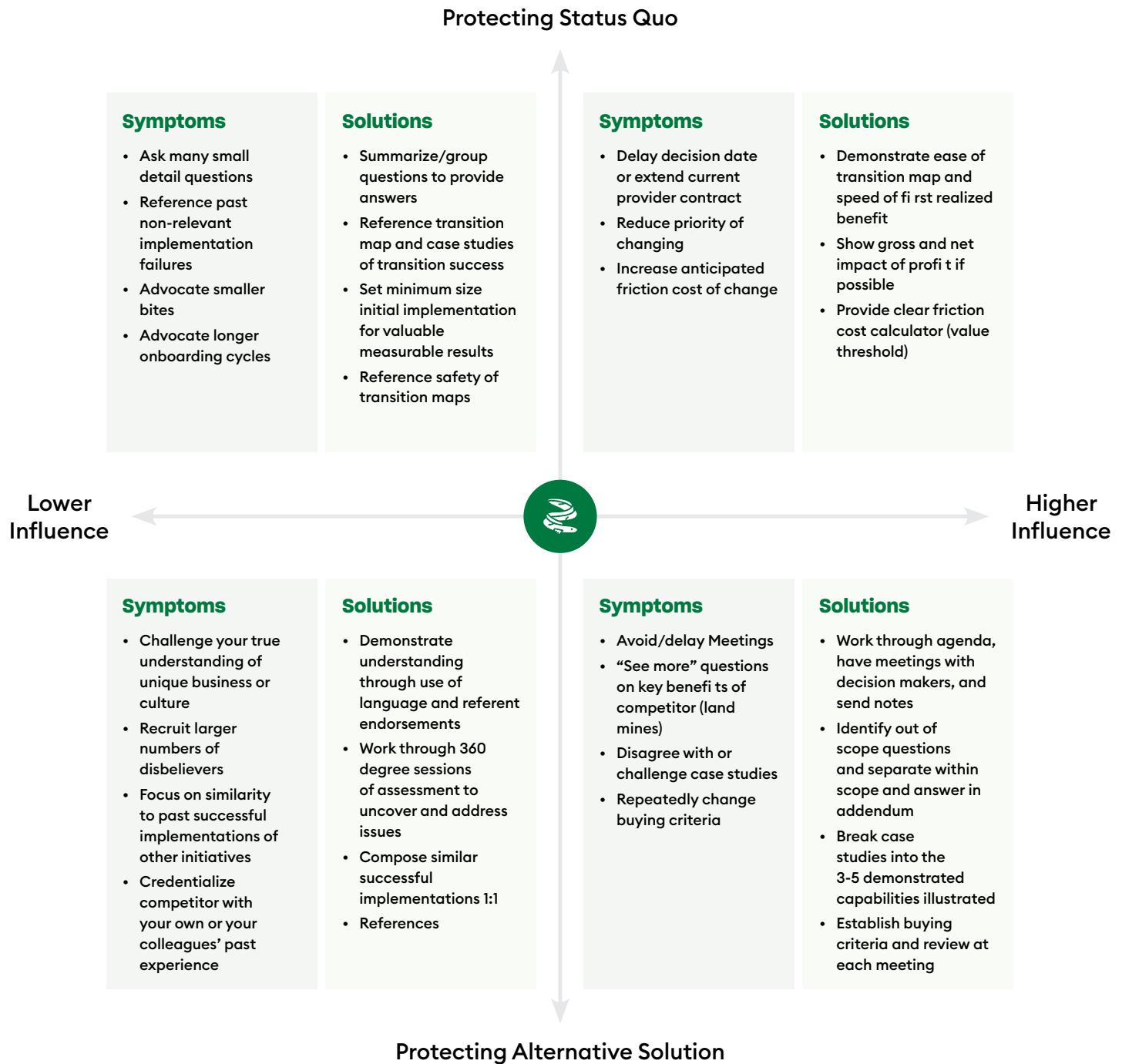


Chapter 3 - The Fearbreakers: Eel in the Deal

There is an eel in every deal. An eel is someone who is against doing your deal - either now, ever, or at the size that you have proposed. It is important to understand their reasons in order to set your strategy on how to address their threat.



Chapter 3 - The Fearbreakers: Eel in the Deal

Exercise

Identify which quadrant your Eel is in and the actions you're going to take to solve the problem.

Quadrant:

Actions: