

**Why Do Smart People Make
Such Stupid Mistakes A Practical
Negotiation Guide To More
Profitable Client**

Relationships for Marketing And Communication Teams And Professional Service People

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We will look at the typical mistakes people, including smart people, make when selling and negotiating in the service industry – agencies especially. In other chapters of the main book we will consider how best to avoid and learn from these mistakes. It's not dumb to make

mistakes...

‘Why Do Smart People Make Such Stupid Mistakes?’ is a practical negotiation guide to more profitable client relationships for sales teams, marketing and communication agencies and professional service people.

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Chris Merrington is an author, speaker and consultant. After 20 years in

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