

---

# The Art of The Deal Summary PDF Cheatsheet —

## [GrowthSummary.com](https://GrowthSummary.com)

- ? 1. **Trust Your Instincts:** Talk to people to get a gut feeling about the market, then trust your instincts to make a decision
- ? 2. **Think Big:** Thinking big allows you to be a lot more successful without doing a lot more work
- ? 3. **Be Bold:** Being bold, controversial and confrontational will force people to pay attention to you
- ? 4. **Shift Attention:** Don't endlessly debate negative criticism, instead smoothly shift attention to something positive
- ? 5. **Gain Leverage:** To get the upper hand in deals, make the other person believe you have what they secretly want
- ? 6. **Selling Premium:** When selling premium products to wealthy buyers, it's about status, exclusivity and having the best.
- ? 7. **Watch Your Pennies:** Watch where every penny goes because "soon those pennies will turn into dollars."
- ? 8. **Sheer Perseverance:** Many people became successful simply because they did not give up, even with a total lack of encouragement
- ? 9. **Negotiation Strategy:** When negotiating, first talk about your strengths, then highlight the other side's weaknesses
- ? 10. **Be Patient:** If a deal doesn't feel right then it pays to be patient, another opportunity will come sooner or later

**This is just a sample!**

Learn faster and save time with Growth Summary, premium book summaries on business, self-help, and more. Listen to full-length audio summaries, take fun quizzes, and get personalized recommendations at [GrowthSummary.com](https://GrowthSummary.com)