



## Negotiating Services

Opportunities, fortunes and relationships are won or lost, shattered or repaired, by the interaction of individuals, their assessment of a situation or goal, and their strategies and tactics to achieve a successful negotiated conclusion.

Successful negotiators are not simply born that way - they are honed by experience, fortitude, and the deployment of strategies and tactics applicable in each situation. The cliché "everything is negotiable" is misleading because people have principles, beliefs, and values that they simply will not alter or negotiate. Experienced negotiators do the homework necessary to understand their adversary and create a plan of action to achieve a fair result for all parties. Or as fair as you need to be!

This plan of action is broken into two parts: **1) Strategy** and **2) Tactics**. Strategy is the complete blueprint of how everything comes together, much like a General looking over the field of battle. Tactics are the steps, measures, and methods employed to achieve a certain strategic goal.

Both interact together, though they are entirely different; tactics can never bring about a successful result without a master strategic plan.

At **Equity Capital and Securities (London)** our professionals are not only businessmen, they are skilled negotiators as well. For over twenty-five years, **Equity Capital and Securities (London)** business professionals, have demonstrated their ability to successfully initiate and negotiate transactions by designing, implementing and closing deals - both for us and for our clients.

Our collective experience in the areas of project funding, business loans, buying/purchasing agencies, securing debt or equity financing and contractual issues is available on a retainer fee basis.



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