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**BUSINESS**



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**February 21st 2013: Tough Times Don't Last,  
But Good Negotiators Do!**

Let's face it; in recent years, the economy has taken its toll on most companies. Therefore, many corporations today are constantly looking for ways to reduce or contain cost. Many of them have opted to do so by squeezing the profit margins of their suppliers. A company may have dozens to thousands of suppliers. The ability to get an extra percent or two more in discounting from their suppliers can be worth tens of thousands, and up to millions of dollars to an organization. As a result, many sales and business professionals are struggling to make a reasonable profit today and stay in busin

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