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# We Need To Talk: Your Guide To Challenging Business Conversations (Wealthy Thought Leader Library)

## We Need To Talk

*Your Guide to Challenging Business Conversations*



ANDREA J. LEE



## Synopsis

WE NEED TO TALK. Those four little words have the power to strike fear into the heart of the most experienced business person. That's why too often, the hard things, the words we are afraid to say, the conversations we don't know quite how to handle, remain unsaid. And the stress on our businesses and our lives builds up. Well, not any more. This practical, step-by-step guide will help you break the silence and open the lines of communication in a new, healthy, productive and profitable way. It's packed with tested tools proven in real-life scenarios and designed to navigate a full range of difficult business conversations, including:

- How to ask for and get more money for your work
- How to calm down an angry or disappointed client
- How to take control of a meeting that's going nowhere
- How to apologize in a way that actually makes you look, and feel, better

and more. Filled with real templates and sample conversations you can actually use, WE NEED TO TALK will help you clear the air, reboot relationships and transition to powerful and productive new beginnings from a business mentor who's been there, done that and made it work for thousands of happy clients.

## Book Information

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## Customer Reviews

All the excellent examples Andrea gives in this book gave me a tone of the approach, the flavor of it, as well as a map to follow. I'm using the book for a personal situation that is complex and highly charged with many experts and attorneys involved...and it is helping. I've been able to more quickly and effectively navigate sticky situations, get results, while feeling less stressed about it. When I've need to respond to some crazy challenging emails and I feel stuck, I can see the map and sense the tone... "If only I could just channel Andrea here, what would she say with her calm, clear, fierce, grace"...and then I'm able to write clearly. I can't even count how much time it has saved me in the past several months, now that I have a clearer structure for these conversations. What used to take hours to write a response is coming quicker to me. Not just quicker, but better, as my emails are now helping not only navigate the conflict but help prevent (and also not fuel) the conflict.

As a 'Fan' and long-time follower of Andrea J. Lee and the Wealthy Thought Leader group - I honestly cannot say enough about how valuable, always timely, and cutting edge that the teaching, guidance and coaching has been for my business at Virtual Partner. Andrea has a flare for knowing what is going on in the online world and in business in general - it is like a breath of fresh air to get specific language about my business needs and that each conversation has been transparent between the coaches and group members - very cutting edge and stimulating to say the least! 5-Stars! Phillis Benson

Andrea has the gift of being able to tell someone to f&\*k off and have them come back thanking her for the conversation and asking for more. She can see to the heart of any communication issue and knows exactly how to handle it directly and with grace so that all parties feel heard and honored. I hate confrontation and having tough conversations makes me squirm... I've always joked that I'd love to channel Andrea during those times and with this book now I can.

If you've ever felt awkward, frustrated, angry or simply unsatisfied with someone in your business and felt you couldn't articulate yourself in a calm, thoughtful way, you want to read this book. Andrea is a maven at framing difficult conversations into clear and honourable communication. This book isn't just theory, it's tried & true. She includes loads of scripting to help get you started in dealing with difficult business conversations.

I'm a fan of Andrea's and when this book came out I knew by the title it was a keeper! Well, my normally proactive persona shot into gear and I could not put it down. Andrea shared techniques to take the heat-and heartache-out of the dreary dread of telling someone " the way it really is..." in your own words and actions. A must have for every entrepreneur.

Leadership involves approaching and engaging in many types of conversations, including the difficult ones that must be said and heard. Andrea J. Lee is a true leader in this respect. She is willing to step up and guide you through tough conversations and those tough decisions. She listens with empathy and respect as she guides you to what is right for you and your business. "We Need to Talk" reflects this approach. I admire her ability to hold the space for each person she works with. I know I have gained so much from her insights in person and in this book. Her probing questions have opened my eyes to opportunities and pushed me forward through thick and thin so that I achieved the right results for me. Thank you Andrea! Catherine Rocheleau, Ignite Leadership International

This book could literally SAVE you HUNDREDS of THOUSANDS and EARN you HUNDREDS of THOUSANDS! From handling disruptive team members to having effective meetings to dealing with disgruntled clients to even closing bigger deals, this book by Andrea J. Lee is worth a hundred times its weight in gold - better yet, a hundred times its weight in dollars in your bank account. Without exaggeration, she shows you how to increase earnings and decrease losses in every single chapter. She even gives you the very words to use as well as "question templates" to follow...can't get any easier than that! Oh and Do. Not. Miss. the section on "Creating the Future" and "Sharing the Money" - this one piece alone has literally made me more money than I ever thought when working on a joint project! If you follow the simple step by step model, it can easily do the same for you. This one's not only a page turner, it's one to bookmark, highlight, dog ear and come back to over and over again during each phase of your business to ensure success along the way. Brava - and thank you - Andrea!

How do those words "We Need To Talk" make you feel? If you are anything like me, those words naturally make me ill and I involuntarily go to that shameful, finger-pointing, what-did-I-do, imperfect place in myself. I definitely wouldn't have had, in the past, the guts to actually say those words to another person either. I'd just do what they wanted or avoid them or conveniently not do the thing I

didn't want to do and come up with some excuse. I am a people pleaser who previously needed validation and acceptance by others and would cave in to please them even if every cell in my body was saying no (and oddly if you met me, you would not perceive that I am spineless person). The lack of boundaries and ability to act on my true wishes would result in me caving in and I would suffer my own criticism for not standing up for myself. This makes for an unhappy person! Inevitably you end up doing what you want or in some way acting inauthentically because you couldn't carry out the wishes that you didn't agree to inside. Knowing how to step forward, by respecting my own boundaries, coming from a place of authentic power and confidence, really gives me the ability to be true to myself with no regrets later. I learned so much from this book and I couldn't be more grateful. No matter the outcome, I am able to live with myself. SWSWSWSW (some will, some won't, so what, someone else is waiting - to be your friend, your client, your employee, your mentor, etc) Not everyone is meant to be sympatico - or harmonious - to be your client, friend, etc. Personalities and character define us in these moments, but serving others without serving yourself is the quickest way to unhappiness. Thank you for these lessons and as I recommended to others....run don't walk.... to get this book "We Need to Talk"!!!! It will help you find the words, the gumption, and the confidence to stand in your power and be authentic to yourself...and others.-Tonya Davidson

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