

## What Arguments Will Create

When you argue with a prospect, the prospect will become defensive. And the conversation quickly derails from there from "lets see how we can cooperate" to "who is right?".

And trust me, nobody wants to be wrong, nobody wants to be defeated. When you are proven wrong, you are proven defeated. Defeat is associated with loss and pain.

When you get some one into that state where he has to prove himself right he will no longer see your viewpoint, he will no longer try to cooperate, he will be fixated on proving himself right, and you wrong. At any price necessary.

From that point on, you can say whatever you want, all you will get is "no" and "you are wrong" (whether that is true or not).

That's natural basic instinct of people. Challenge them, and from there on they will challenge you on everything.

So the lesson is "don't ARGUE".