



Negotiation Advantage™

"Nothing short of magical! We are \$3M ahead of last year's sales and our production costs are lower as a result of smarter deal making."

-- G2Adventures Travel

The *Negotiation Advantage™* is a hands-on, action-packed seminar with 100% practical information for improving your negotiations immediately. You'll walk away well versed in the winning strategies and tactics of negotiation, how to use them and how to counter when they're used against you. You'll learn how to set your own strategy of successful outcomes, which tactics to use, as well as how and when to apply them effectively.

The *Negotiation Advantage™* will benefit senior management, sales, purchasing, legal, finance, IT, HR, contracting, leasing, and any other business or personal negotiations.

The *Negotiation Advantage™* is based on years of study, real-world experience, in-depth interviews and polling with accomplished negotiators, sellers, buyers, mediators, and highly successful entrepreneurs.

The *Negotiation Advantage™* will prepare you for deal-making in today's high-stakes global economy.

The *Negotiation Advantage™* will have the highest ROI of any business seminar you've ever taken! Guaranteed!

Negotiation Advantages:

- Learn Strategic Thinking, the key to setting up the win.
- Learn Effective Tactics that deliver the win.
- Improve your deal making and see results immediately.
- Achieve financial success, increase profitability and create new opportunities.
- Increase your value to your organization.
- Discover new solutions to business and personal problems.
- Resolve disputes and conflicts and learn how to prevent them.
- Learn how to spot tactics and how to counter each one to your advantage
- Learn how to shift your negotiation style to suit different circumstances.
- Develop strategies for potentially problematic negotiations and negotiators.
- Improve individual, team, department, and company productivity.
- Create a strong negotiating position (even if you are in a weak position).
- Manage cultural and gender-based issues.
- Improve your management and interpersonal skills.
- Become a better leader and team-builder.
- Improve your selling and purchasing skills.
- Avoid getting cheated; and...
- Confidently negotiate any situation with skills that will last you a lifetime.



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Negotiation Advantage™

Seminar Objectives

PRE-PLANNING

- What Not to Forget
- Intelligent Information Gathering
- Assumptions Anyone?
- Separating People from Problems
- Finding the Other Side's Soft Spots
- Interests vs Positions
- Lining Up Your Team

BUILDING YOUR APPROACH

- Tapping Your Natural Resources
- Tactics and Improving Tactical Skills
- Finding Hidden Leverage Points
- Time Factor -When and How to Work It
- Neutralizing The Competition
- Seeing "You" from Their Perspective
- Unstated Goals – Land Mines or Gold Mines
- One-Off vs. Recurring Deals
- Salvaging a Bad Move

DEFINING AND SETTING TARGETS

- Must Haves vs Want to Haves
- Expectations vs Outcomes
- Risk Taking vs Risk Avoidance
- Assessing the Other Sides Risk Quotient
- Negotiation Styles
- Profile of a Good Negotiator

NEGOTIATING

- How to Avoid Traps
- Using Which Tactic and When
- Tactics vs Ethics
- Countermeasures
- Deadlocks – Breaking or Making
- Working Together to Create Options
- Guarding Against Tricks & Tactics
- People who Refuse to Play By the Rules
- The Right Way to Make Concessions
- Winning Concessions

ADAPTING TO CIRCUMSTANCES

- Selling / Purchasing / Customer Service
- Management / Employee Relations
- Real Estate Transactions
- Legal, Contractual Negotiations
- Conflict Resolution
- Technical / Engineering / Design
- Inter-Organization Negotiations
- Joint-Ventures / Strategic Alliances
- Personal Transactions & Relations

INTERNATIONAL NEGOTIATIONS

- Negotiating Across Cultures
- Neutralizing and Exploiting Differences
- Internet Based Negotiations Around the World
- American Strengths and Weaknesses
- Negotiating with Asian Cultures

MAKING STRONG, ROBUST AGREEMENTS

- Assumptions – Good and Bad
- Satisfaction for Both Parties
- When and How to Make Concessions
- Deal-Making that Holds Up
- Building Trust, Goodwill and Rapport

"The graduate forum is excellent. I've gotten a lot out of sharing ideas and brainstorming with my peers. I've improved many deals as a result."

- Greenbridge Capital



Seasoned Professionals

– Every day the pressures to improve your deals escalate. You can't burn bridges and your reputation is increasingly at stake. The pressures to strike even better deals narrows your vision along win/lose lines. The *Negotiation Advantage™* broadens your vision and expands your range – more options, better solutions, greater outcomes.