

Effective Negotiating for Managers and Professionals: A Two-Day Workshop

What is the value to you . . . and your firm . . . of you moving to the next level as a negotiator?

- Do you approach negotiations systematically or ad hoc?
- When was the last time you studied and practiced negotiating?
- How many tactics and counter tactics do you use regularly?
- What is the total value of your next important negotiation?
- How much money would a 1% to 2% negotiating edge be worth to you over the next 12 months?

“This was the most valuable workshop I’ve ever taken. I’ll easily get my investment back several times over in the next six months.”

Robert J. Wheeler
President
ATTG Consulting

Benefits

In this workshop, you will:

- Discover your beliefs about negotiating and their role in your behavior
- Calculate how greater negotiation knowledge and skills can turn into money for you and your firm, when, and how much
- Learn key truths about negotiating that every seasoned negotiator knows
- See negotiating as a whole process framework
- Know where you are in the entire negotiating process, before, during and after each contact and face-to-face meeting

- Learn the biggest mistake in negotiating and how to avoid it
- Study a Video Case to gain insights into what often works, what doesn't work, and why
- Learn how to significantly reduce stress and self-doubt in your next negotiation
- Know how to gather more information when the other person is asking questions
- Learn how to signal your position on any issue without saying anything
- Know when and how to easily increase or decrease the clarity of your communication
- Learn and practice (cases and role-plays) how to discover information and needs from the other side
- Learn the “Paradox of Influence” and how it can set you apart from most negotiators
- Discover the real power of questions and how to use them to give you a competitive edge
- Learn why excellent listening skills (eyes, body, awareness, *and* ears) are critical for success
- Learn the Six Weapons of Influence and how to use them to build an even more persuasive case for your side
- Learn and practice (cases and role-plays) common negotiating tactics and counter tactics
- Learn how to use your Resource Guide to 44 Tactics and Counter-Tactics with examples of each
- Discover how to use a more “creative approach” to solve negotiating dilemmas

“I really appreciate all the information you gave during your session. You have really helped me gain valuable insights into negotiation and influence that will definitely help me in my career and business in the future.”

Justin Khoo
Founder and President
Advenix

- Learn and practice (cases and role-plays) how to make compromises and commitments
- Learn how to use one easy tactic to make more money on a per-hour basis than with any other negotiating tactic

Topics Covered

- The Fundamentals of Negotiation and a Process Framework to keep you on track for every negotiation
- What to Do Before You Negotiate: How to Set Objectives, Gather Information, and Plan Strategy and Tactics
- What to Do While You Negotiate: How to Discover Needs – Listening, Questioning, Word Choice
- Case Study and Role-Play: Discovery
- What to Do While You Negotiate: How to Use Tactics and Counter-Tactics – Opening, Middle, and Closing
- Case Study and Role-Play: Tactics and Counter-Tactics
- What to Do While You Negotiate: How to Make Compromises and Commitments
- Case Study and Role Play: Compromises and Commitments
- What to Do After You Negotiate: What to Review and Prepare for the Next Meeting, and How to Best Follow-Up
- Case and Role Play: Team Negotiation – Preparation, Meeting, Review
- How to use your Key Negotiating Concepts diagram to ensure you can “see” where you are versus *The Other Side*

“I thoroughly enjoyed your presentation and have already started to adopt some of your principles.”

Dave Hopkins
Senior Account Executive
Fujitsu Consulting

Who Should Attend

Managers and Professionals in virtually every position and every industry will benefit from this program. The largest and fastest benefits to your firm are with people in Senior Management, Business Development, Sales Management, Sales, Buyers, Attorneys, Bankers, and CPA Partners. This program gives you a solid understanding of negotiating; a systematic process so you know what to do, how to do it, and why; as well as tools to keep you on track for all future negotiations.

“Again, thanks for all the information you provided during the class. It was extremely valuable.”

Jack L. Poller
HW Engineering Manager
Silverback Systems

Suggestion: Invite your Banker, your CPA Partner and CPA Manager plus the one or two outside Attorneys who do most of the work for your firm . . . and any other key, outside professionals . . . to join your two-day Negotiating Workshop. You don't charge them for attending and they don't charge you for their time to attend, you all win. They'll appreciate the opportunity you offered, even if they don't participate, and they'll do an even better job for you in the future if they do participate, especially when it comes to negotiating your interests. Downside, your negotiations with *them* in the future will be a bit more interesting.

Faculty

David R. Palmer is a very experienced management consultant, executive, educator, and professional speaker. His expertise is based on over twenty-five years of work in industrial and professional service settings in firms of all sizes.

For the past twelve years, he is a Partner with the Customer Manufacturing Group, a management consulting firm in Santa Clara, California. He holds a degree in Economics and Accounting from Claremont McKenna College, a M.B.A. in Finance and a M.S. in Accounting from the Wharton Graduate School at the University of Pennsylvania, and a M.A. and Ph.D. in Management from the Peter F. Drucker Graduate School of Management at Claremont Graduate University. He is also a Certified Public Accountant, Real Estate Broker, and teaches in the MBA Program at Santa Clara University.

Most significantly, you will be learning the course material that Dr. Palmer custom developed for a *Fortune* 100 client in 1992 that was required for every Buyer worldwide. Revisions and enhancements are constant as he continues to practice, study, and teach negotiating around the world.

“Best return on your money! The lessons learned in the workshop apply beyond the workplace. I left feeling more confident and self-reliant. Thank you!”

Vanvy Housholder
Senior Financial Analyst
Hitachi Data Systems

Dates and Time

Tuesday / Wednesday or Wednesday / Thursday often works well

7:30 AM to 8:00 AM Networking & Breakfast

8:00 AM to 5:00 PM Effective Negotiating for Managers and Professionals

Program Fee¹

\$14,000 Two-Day: Effective Negotiations Workshop – Includes Participant Workbook, Case Study/Role-Plays, Negotiating Planning Forms on CD, Checklists, and 44 Tactics and Counter Tactics with examples of each

Note: The Program Fee is reduced to \$10,000 when combined with the one-day Price Negotiating Workshop at \$7,000. Your total investment for both workshops covering three days is \$17,000.

¹ Plus expenses incurred outside of California's Silicon Valley.