

The Confident Negotiator Program

Helping Negotiators Close More Deals More Profitability

The skills your team used to negotiate yesterday's contracts simply will not work to negotiate tomorrow's deal. Business people are busier than ever, often relying on old habits to "save time". Both buyers and sellers resort to fighting endlessly about price and service levels.

Antiquated tactics just waste time, energy and money. People actually close fewer deals, take longer to close the deals they have, and sacrifice profitability.

Plus, buyers don't get what they want; they get what they bought. Sellers pitch solutions, but fail to solve the buyer's real problem. In the end, both companies get a bad deal.

And, they each blame each other for the bad deal they got! Neither the buyer or the seller engage in a genuine conversation about end user needs, larger business goals achieved or total deal value.

The 3 C's --Confidence, Comfort and Competence--help both companies close more deals, close deals faster and more profitably. The Confident Negotiator Program prepares both procurement teams and sales teams to have more confidence in themselves, more comfort with the process and more competence to handle a variety of situations.

Buyers buy what their companies need. Sellers solve real problems. Both buyers and sellers talk about the end user's needs (even if it is a commodity purchase). They understand the total deal value (buy cost effective, not cheap). And, they establish enough trust and rapport to handle the curve balls life sends their way.

Ironically, the 3 C's also saves time, money and psychic energy. Each company gets a great deal, and in less time and with less aggravation.

Key Benefits

Your company's negotiators will dramatically improve their skills to close more deals more profitably. And, your company will have confidence in your team's ability to navigate the process, while also maintaining good working relationships with customers and suppliers.

Successful negotiators focus on their confidence, comfort and competence. They have the confidence to handle difficult people and circumstances. They understand the back and forth process. They have the communication and planning skills to address any situation.

By contrast, mediocre negotiators focus on the scorecard. Who’s winning and who’s losing. Am I on top or is the other guy? They also blame others for bad deals, or bad habits. They say, *Hey, it’s the other guy’s fault.*

Your company will see these additional results.

Improve your bottom line. Instead of haggling endlessly over price, your company will speak to value and a shared vision for the customer-supplier relationship.

Enhance trust and rapport. Instead of spending time putting out fires with your customers and suppliers, your company will focus on working with your customers and suppliers to improve your service or product.

Improve internal coordination. Instead of dropped balls and missteps, your negotiation team will all be working together towards a common goal using the same set of skills.

Specific Skills Enhanced.

- ✓ Fundamental negotiation skills
- ✓ Conflict resolution skills,
- ✓ Problem solving skills, and
- ✓ Communication skills.

Three Learning Options

12 Month Program	Value	Commitment
In person training	Relevant and practical skills infusion including a role play scenario to cement learning.	2 days
Web-based training	Continued skills development including homework assignments related to negotiations in progress during the program	8-1 hour sessions
Coaching/Mentoring	Individualized attention and support to provide guidance to apply skills to difficult situations.	Up to 2 hours per month per participant for 12 months
Negotiation Skills Assessment	Benchmark current capabilities and measure future effectiveness	2 assessments (pre and post) per participant including 2 reports

9 Month Program	Value	Commitment
In person training	Relevant and practical skills infusion including a role play scenario to cement learning.	1 days
Web-based training	Continued skills development including homework assignments related to negotiations in progress during the program	6-1 hour sessions
Coaching/Mentoring	Individualized attention and support to provide guidance to apply skills to difficult situations.	Up to 2 hours per month per participant for 9 months
Negotiation Skills Assessment	Benchmark current capabilities and measure future effectiveness	2 assessments (pre and post) per participant including 2 reports

6 Month Program	Value	Commitment
In person training	Relevant and practical skills infusion including a role play scenario to cement learning.	1 days
Web-based training	Continued skills development including homework assignments related to negotiations in progress during the program	4-1 hour sessions
Coaching/Mentoring	Individualized attention and support to provide guidance to apply skills to difficult situations.	Up to 2 hours per month per participant for 6 months
Negotiation Skills Assessment	Benchmark current capabilities and measure future effectiveness	2 assessments (pre and post) per participant including 2 reports

Participant Profile

This program is designed for either procurement teams or sales teams. This program is not available as an open enrollment program. It is offered in-house to company employees only.

Participants need not have had any negotiation skills training before entering the program. This program will support them in a step by step process introducing them to the basics before moving on to more advanced skills.

All pricing is quoted on a per project basis. Please set up an appointment with Jeanette Nyden to discuss the program that meets your needs and the number of people participating in the program.

Bonus Materials

Individuals	Management
<ul style="list-style-type: none">• An on-line Negotiation Skills Gap Analysis Assessment with an individual report outlining both strengths and areas for improvement• An electronic copy of the <i>Negotiation Rules workbook</i>• A paperback copy of the book <i>Negotiation Rules</i>• An electronic copy of <i>How to Conduct Successful Email Negotiations</i>• 3 great negotiation planning tools including, Negotiating Money Guide, Tradeoff Prep Tool, Email Negotiation Prep Tool	<ul style="list-style-type: none">• An executive briefing detailing findings from the initial Negotiation Skills Gap Analysis Assessment outlining the performance gaps• A customized negotiation planning tool• Periodic briefings and status reports (no more than 30 minutes in length)• A detailed comparison report outlining the specific improvements the team made over the course of the program• A ROI report that will demonstrate your return on this investment

If you'd like to learn more about this program and determine if it is a fit for your company, call Jeanette Nyden for a complimentary, one-hour strategy session. It's time to understand the negotiation skills gaps that stand in the way of your company's profitability.

Here's to your negotiation success!

Very Truly Yours,



Jeanette Nyden, J.D.

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