

## Quick Case Studies

### • Training: Performance Improvement

Randy, Director of Marketing, oversaw many employees who directly dealt with customers and who had varying negotiating abilities. By hiring J. Nyden & Co. to customize a day and a half negotiation skills training seminar, he improved the skill levels of all of his employees. "What I expected for this training was someone who could provide our staff with basic negotiation skills. What Jeanette delivered was totally tailored to our business with a clear understanding of our challenges." Randy Noland, Dir. Marketing Esterline Advanced Input Systems

### • Coaching: Increase in Competence and Confidence

Liz, Clinical Research Administrative Manager, was new to negotiating complex deals and decided she should get some coaching. By hiring Jeanette Nyden to coach her through various parts of several negotiations, she fine-tuned her skills, and developed a powerful voice of her own. "I now view negotiating as an opportunity to advocate for my organization, which is something I like doing very much. My organization likes the results too!" Liz McKinney, Clinical Research Administrative Manager, Hope Heart Institute.

### • Speaking: Expertise and Eloquence

Andy, Regional Manager, was planning off-site training seminars for the franchise owners that he oversaw. By hiring Jeanette Nyden to present at two workshops, the franchise owners were better prepared for the variety of negotiations that occur on a daily basis. "I hired Jeanette to do two workshops for us (one in Portland, OR and the other in Colorado Springs) on negotiation skills. What a tremendous presenter and teacher Jeanette is. She is an excellent communicator and makes a difficult subject look easy. Our franchise owners left with new ideas and a framework for working through difficult customer and employee relationships." Andy Beal, Regional Manager, Service Master Clean.

### • Mediation/Meeting Facilitation: Clarity

Frank, Vice-President of Operations, wanted to resolve a dispute with a trusted vendor, and more importantly, he needed to know why the service breakdowns happened. By hiring Jeanette Nyden to facilitate a meeting between his company and the vendor, he learned of the root causes of each of the service breakdowns, and he was able to continue to work with the vendor.

### • Legal Representation: Advocacy Not Antagonism

John, a successful business owner, was negotiating a long-term contract with a large company and he wanted a business-minded lawyer involved. By hiring Jeanette Nyden to complete the negotiations, his company was able to negotiate a favorable contract in less time. "My design firm was negotiating a long-term contract with one of our largest clients, who has a top tier attorney on retainer. I needed a gifted lawyer and negotiator on our side that could keep negotiations cordial and efficient. Jeanette understood my concerns and in an instant grasped the approach I wanted to take. She counseled me through each step of the process providing sage advice, insight, and strategy." John Pletsch, President, Electric Pen.