

## Testimonials

"I've used Benedict's methodology at many fortune 500 companies, including GE, Motorola, and Newell Rubbermaid, with purchasing, engineering and operations functions alike. This approach is the one tool in my sourcing toolkit that always gets measurable, bottom line results!"

Rob Lauterbach  
Vice President Corporate Sourcing  
Newell Rubbermaid

"Benedict has it just right. His approach is extremely practical, allowing us to meaningfully change our behavior as buyers. That's why his teachings stick, driving lasting and repeatable impact to the bottom line of any organization."

Angel Mendez  
Sr. Vice President - Worldwide Manufacturing  
Cisco Systems Inc.

"Some 20 years ago, as a young buyer, I attended one of Benedict's classes and learned about his approach to successful negotiating. I can tell you, it works! This simple, straightforward methodology can yield significant benefits to your organization in planning and preparation, defining success, increasing productivity, building morale and strengthening both organization capability and harmony. This book is the benchmark for negotiation preparation. I have put its methods into practice in various ways all over the world. It has been an important part of my success, and can be for you as well."

Richard B. Jacobs  
Vice President - Supply Chain Management Corporation  
Eaton Corporation Client Letters of Testimonials with personal information removed

\*Testimonials for Benedict's book "The Negotiation is Won (or Lost) Before it Ever Starts" and his negotiation methodology