



Benedict Negotiating Seminars Inc.

Thank you for your interest in our *How to Strategically Prepare for any Negotiation* seminar.

In the hectic pace of the business world, proper preparation for upcoming negotiations can be easily overlooked or, at best, given very little time. Failing to give proper attention to the preparation phase can be extremely costly!

How to Strategically Prepare for any Negotiation is a one-day, hands-on, interactive course on a practical procedure to plan and prepare for any negotiation in the buyer/seller arena. Taught from the perspective of the business setting, the skills are easily transferable to interpersonal situations area as well.

Topics covered include:

- Establishing the goals of the negotiation
- Identifying ALL of the negotiable items and ranking them in order of priority
- The negotiating “grid”: the roadmap to optimum results
- A five step approach to building a business case to support the goals and the Grid
- Practical rehearsal procedures and critique forms
- The critical opening minutes of a negotiation

These topics and other practical principles are taught in this one-day workshop. Participants will work with a case study where they need to determine the goals of an upcoming negotiation, create Grids and worksheets to achieve the goal – and finally, rehearse the presentation of their case.

A 43-page workbook/resource guide provides an in-depth and readily useable “take-away” from the course.

INVESTMENT

The investment for this 1-day seminar (when conducted in the US) is \$4500 if paid on the day of the seminar (\$5000 if paid net 30) – plus trainer expenses for coach airfare, hotel, meals and ground transportation. Due to the interactive nature of this session, attendance is limited to 20 participants.

Warm Regards,

Bob Benedict

Robert M. Benedict
President