




Benedict Negotiating Seminars



Real World Negotiating™

**A 2- DAY SEMINAR
FROM BENEDICT
NEGOTIATING
SEMINARS**





If you are part of a Fortune 100 company, the chances are very good that you or others at your company are among the over 150,000 purchasing, engineering and information systems people who have experienced the powerful results of BNS' Negotiating Seminars worldwide.

And it isn't just big companies who want to save money! In recent years, an explosion of mid-sized and smaller companies have swelled the ranks of our client base.

WHY?

Because this seminar works for companies of ALL sizes!



We provide identifiable cost savings, customized training and effective skill-building. Company after company has reported significant results in each of these areas.



Once a participant learns the negotiating skills, they continue to use them and produce significant results year after year throughout their career.



If you want a minimum of theory and a maximum of practical, readily useable negotiating skills, Real World Negotiating™ is for you.

40+

Years of Operation

200+

Companies Served

150k+

Attendees Equipped



Seminar Outline



1. The Four Negotiating Styles

- How to Identify Them
- Understand the Strengths and Weaknesses of Each Style
- Identifying Your Own Style
- How to Increase Your Negotiating Effectiveness with a Knowledge of Styles



2. Preparation and Planning (Introduction)

- Planning Grid
- Complete Preparation Worksheet
- How to Rehearse Effectively



3. The Pre-Negotiation

- Information is Power
- How to Conduct the Most Effective "Fact Find"
- The Devastating Impact of "Back Door Selling"



4. How to Begin the Negotiation

- Why the Opening Minutes are So Critical
- Five things that must be established early



5. Staying Assertive, Confident and Non-Manipulated

- Learn How to Respond To and Use "Broken Record"
- Learn Effective "Deflecting" Techniques
- Recognize "Workable Compromises" as They Evolve

- Develop the Skill of "Rational Inquiry"
- "Self-Disclosure" – How and When to Use It
- How to Deal With and Use "Silence"



6. The Ten Laws of Negotiating

- How to Trade Rather Than Give Concessions
- Know Your Leverage – When and How to Use It
- The Opening Minutes are Critical – So Watch Your Words Carefully
- Re-Focus the Negotiation on Your Agenda
- Aim High Enough to Give Yourself Room to Move
- Get the Seller's Whole Shopping List Before Trading Anything
- How to be Tough on the Issues – But Gracious With People
- *Plus More Power Packed Guidelines*



7. How to Fight a Price Increase



8. Tools of the Trade

- Including: Time-out, Limited Authority, Deadline, Surprise, Silence, "Good Guy – Bad Guy," Escalation, Take It or Leave It, How to Break a Deadlock,



9. Introductory Sessions On:

- How To Deal With Back Door Selling
- Negotiating With Single and Sole Source Suppliers

Why Choose Benedict Negotiating Seminars

➤ 1. Identifiable Cost Savings – Results!

“I personally recouped the fee within the first few days after attending the seminar negotiating relatively small orders.”

Kay Witherill – **Senior Buyer**
TRW Operations and Support

“I am aware of negotiating better and can identify real dollar savings. I saved \$17K last week on a small system purchase.”

Roberta Preskill – **Corporate Purchasing**
Manager Medical Products
Instrumentation Industry

“Applying just a few of the principles learned in the workshop resulted in a \$20,000 annual savings on a relatively simple contract.”

Allen T. Spann – **Vice President**
Information Systems Financial Industry

➤ 2. Training Customized to Your Company’s Needs – With Global Capabilities

“Consistent, high quality instruction, course content tailored to our company’s needs and most of all, tangible impact is why we choose Benedict Negotiating Seminars to train our teams around the world (North America, Europe and Asia).”

Hunter W. Jones – **Director of Procurement**
Cooper Cameron

➤ 3. Significant Skill Building and Seminar “Take-Aways”

“There are many elements of the Real World Negotiating Seminar that are very useful. The Negotiating Planning Grid is particularly effective. The decisions we have made and negotiating results achieved have been highly impacted by its use. That’s just one of many deliverables you can expect to receive from this workshop.”

Donald D. Carlton
Corporate Director, Purchasing / Materials
/ Logistics
Tennant Company

OTHER SEMINARS

OFFERED BY BENEDICT NEGOTIATING SEMINARS

1. “Loose Lips Sink Companies!” (How to STOP Back Door Selling)

Back Door Selling is a whole series of probing questions that salespeople are meticulously taught to ask - primarily technical people - *well in advance of the formal negotiation.*

Sellers are taught to frame these questions in such a manner that the people being questioned unwittingly provide the answers - unaware that these answers are “giving away the Negotiating Store.” Unless a company deals with the overflow of information via Back Door Selling, *negotiations may be over before they start!*

Used nationwide at such companies as Honeywell, Rockwell, John Deere, Texas Instrument, Delphi Automotive and many others, this 3-hour workshop will:

1. Identify Back Door Selling questions.
2. Provide an understanding as to why the salesperson is asking these questions.
3. Build confidence with specific responses your people can use immediately

Visit: www.looselipssinkcompanies.com for more information.

2. Negotiating With Single & Sole Source Suppliers

Few negotiations are more difficult than those with Single and Sole Source Suppliers. With seemingly little or no negotiating leverage for the buying company, even minor concessions from the supplier are grueling to obtain. The situation is often not only painfully frustrating - but extremely costly to the buyer company.

Can anything be done to increase leverage with single and sole source suppliers?

As this 2-day workshop emphasizes, the answer is a resounding **YES!**

Part 1 delves into 12 classic sources of leverage that our clients use as a “checklist” in preparing for Single & Sole Source negotiations.

Part 2 moves to the next step: How to progress from building leverage to designing a full-fledged negotiating strategy.

The workshop is definitely meant to involve BOTH purchasing and technical people as well as other support people who deal with Single & Sole Source Suppliers.

Please visit: www.bnsnegotiation.com/purchasing-seminars for more information.

OTHER SEMINARS

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3. How to Strategically Prepare for any Negotiation

One of the most critical factors in achieving optimum results in negotiations is proper planning and preparation prior to the negotiation. In the hectic pace of the business world, proper preparation for upcoming negotiations can be easily overlooked or, at best, given very little time. Denying the preparation phase of the negotiation proper attention can be extremely costly to a business and/or an individual.

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.

The emphasis is on a systematic, time efficient, results-producing method of preparation that can be used for any level of negotiations.

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Contact Us Today to Schedule Your Seminar.



Benedict Negotiating Seminars

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