



Benedict Negotiating Seminars Inc.

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Thank you for your interest in our **Real World Negotiating**[™] **Seminar**.

There are three reasons clients choose BNS seminars to train their employees:

I. Identifiable Results

- Our goal is immediate and identifiable impact on the profitability of your company's sales. Our clients consistently tell us that the people trained in our seminar approach each negotiation much better prepared, leave less money on the table, give away fewer concessions and stay out of traps set for them by well-trained buyers!

*"What we have considered an acceptable level of discount within the Sales Organization for years **has improved by better than 50%** as a direct result of Benedict's Negotiation Course."* Donald C. Dickson, VP - Sales Operations, Computer Industry

II. Customized Content

- **Our seminars are not "off the shelf." If you so choose, our seminars** can be tailored to your attendees, your company, and your industry at no additional cost. We hold pre-seminar discussions with you that allow us to focus our seminar and materials on the products and/or services your attendees sell and the actual negotiating situations and specific challenges they experiences on a daily basis.

*"Although you had never worked with our company before, the entire group felt **you were in tune with our business, issues, industry and difficult sales negotiations.**"* John Harris, National VP/Sales, Food Industry

III. Effective Delivery of Practical Solutions

- Our seminars are consistently rated "outstanding learning experiences" by attendees. We take pride in creating a fast-paced

and enjoyable environment that meets the needs of all learning styles.

*"I've walked away from a number of seminars feeling they were good. Rarely have I walked away feeling that a seminar was excellent. **The negotiation class was excellent.**"*

*"The **interactive role-playing exercises** added valuable "realism" to the seminar content and contributed to the confidence-building of the team members."*

*"I just wanted to take a moment and tell you that this training is without a doubt some of the best I've had. It really hits home – **is precise, deals with problems we see everyday and gives the attendee practical answers** to use after walking away from the session."*

INVESTMENT

The rate in the United States for this 2-day Negotiating Seminar is \$10,000 plus expenses (coach airfare, hotel, meals & ground transportation) with payment on the day of the seminar (or \$11,000 if paid net 30). Up to 20 people can be involved in each seminar.

Again, thank you for your interest in our ***Real World Negotiating™ Seminar***. We look forward to talking with you in the days ahead.

Best Regards,

Bob

Robert M. Benedict
President