



THE ART OF NEGOTIATION

Persuasion Techniques That Can Work For You

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Everybody can benefit from learning the art of negotiation, whether for use in business, community, or personal relationships. As a matter of fact, you already have a head start, because negotiation is probably a regular part of your everyday life. Think about it. What do you do when you are a day late on your mortgage payment or rent? What do you do when you and your spouse can't decide where to go on vacation? Or what about when an employee wants a raise but hasn't taken on many extra responsibilities?

In each of those scenarios, you can do one of three things. You can give in and blindly agree without debating. Or you can threaten the other person to submit to you. Or, you can skillfully negotiate your way to an agreeable solution. But in order to persuade the best way, you've got to learn the professional strategies and tools of the trade.

In an easy-to-understand format, we'll show you how to skillfully work your way through the negotiation process. In this workshop, you'll learn how to:

- ✓ **Prepare by setting objectives, back-up objectives, and a “best alternative”**
- ✓ **Gather support materials as well as information on your opponent**
- ✓ **Equalize every point your opponent makes**
- ✓ **Make wise choices regarding offers, counteroffers, and concessions**
- ✓ **Close the negotiation with skill**
- ✓ **Exude confidence by carrying yourself like a pro**

If you want to learn how to earn more money and spend less, excel professionally, and strengthen relationships with colleagues, family, and friends, this workshop is for you. We look forward to seeing you there!