

TRAINING

NEGOTIATING FOR WOMEN IN BUSINESS

NEGOTIATING FOR WOMEN IN BUSINESS utilizes the same proven concepts & tactics found in “**Negotiating when Relationships Matter**,” but delivers them with the viewpoint of women in business. The programs are delivered by Bob and a female associate.

The truth is, it is different for women in business. Many women have better natural negotiation skills than men. Women are often more tuned-in to subtle clues and the feelings of the other person, which are wonderful skills for the negotiator. That being true, most women do not regard themselves as good negotiators.

This course looks at why that exists, and what you can do about it. In addition it will provide participants with understandings and techniques to negotiate effectively on a business and personal level. It will include the acquisition of knowledge plus hands-on exercises and case studies, with special emphasis in the following areas:

- Negotiation for women in Business – how it’s different – and why
- Negotiating in existing on-going relationships
- Negotiating when the gap between parties is great and there seems little hope
- Negotiating in highly sensitive situations

In this program, your people will learn:

• **Tactics & Strategies.** Learn to get what you want while you enhance relationships. Through 2 decades in business and teaching businesspeople all over the world, Bob has become familiar with every tactic used in corporations. He’s identified the most effective, the ones used on you day-in & day-out, and he’ll teach you exactly how to respond to them.

• **Continuum of Business.** A key thought process that separates this program from all other negotiation instruction. It’s the key to getting what you want, and maintaining relationships.

• **All About Power.** A “must have” for women in negotiation. Where power comes from, how to get more of it, how to face- and successfully outsmart - others power.

• **Positioning.** How to position yourself for maximum results in the negotiation. Positioning is the key to getting what you want while maintaining the relationships.

• **Formula for Success.** A proven process that works wonders. It heads off trouble before it starts, and it puts you in charge of the meeting. It’s a simple, but profoundly effective tool.

• **Negotiation Style.** How to find your natural **negotiation style** and use it successfully.

• **Planning.** The “**STREET-SMART Negotiation Planner**” teaches a person how to plan- really plan before a negotiation. The planner guides them through the minefield of sales negotiation. It helps them avoid mistakes, and most importantly - it shapes the way they think. They will reach a point where they will never be ambushed again.

• **Horse Trading Wisdom** that transcends gender. Tips that can make your business life a lot easier.

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