

# TRAINING

---

## NEGOTIATION WHEN RELATIONSHIPS MATTER

***"You don't have a choice as to whether your people negotiate. Your only choice is whether they do it well, or poorly."***

***-- Bob Gibson***

*The importance of conducting successful negotiations with co-workers, customers, hard bargainers, and your own management team cannot be overstated!*

This program 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:

- Negotiating in existing on-going relationships
- Negotiating when the gap between parties is great and there seems little hope
- Negotiating in highly sensitive situations

This program is a natural for Customer Service Departments, negotiations inside the company and between divisions.

### **In this program, your executives /managers will learn:**

- **Tactics & Strategies.** Understanding and techniques to negotiate for results, while maintaining relationships. Through two decades in business, management and teaching business people all over the world, Bob has become familiar with every tactic used by business people. He's identified the most effective, the ones used on your people day-in & day-out, and he'll teach your executives exactly how to respond to them.
- **Continuum of Business.** A key thought process that separates this negotiation program from all others. It's the key to maintaining relationships.
- **All About Power.** Where real power comes from, how to get more of it, how to keep from giving it away, and how to keep from being abused by others.
- **Positioning.** How to position before and during a negotiation. How to position themselves, their ideas, your company, and its products and services for maximum results in a negotiation.
- **Formula for Success.** A proven process that works wonders in any negotiation. It heads off trouble before it starts, and it puts your executives in charge of a meeting. It's a simple, but profoundly effective tool.
- **Negotiation Style.** How to find their natural **negotiation style** and use it successfully. How to determine the style of the people across the table and how to use that to their advantage.
- **Planning.** The "**STREET-SMART Negotiation Planner**" teaches a business person how to plan - really plan before a negotiation. The planner guides them through the minefield of 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.** Some thoughts from Bob's dad and Bob's years in business that keep you on track, and prevent the mistakes you regret for years afterward.

A source of practical productivity and awareness for corporations and associations, this program is available in keynote, and [half or full-day training seminars](#). Every presentation is tailored to your organization.

*Bob Gibson is a negotiation strategist and the president of San Francisco-based [Negotiation Resources](#). He may be reached at 415-331-8808.*