



Your Total Training Resource

## **WORLD CLASS NEGOTIATING "FOR PURCHASING AND SALES PROFESSIONALS"**

**Negotiating in today's fast-paced business environment requires practiced skills so that both sides of the table come away "winners."** Are you a purchasing or sales person who is continually trying to eke just a little more profit out of each business transaction? Do you get frustrated trying to create a positive experience for others as well as yourself during negotiation processes? Do you find it difficult creating a win-win experience for you and others during negotiations ... do you have a hard time putting a positive spin on things?

Negotiations in the business world are ongoing. Whether you are a purchaser who has traditionally had the disadvantage of having fewer negotiation partners or a sales professional continually striving for more contacts, good negotiation skills are essential. They are beneficial in building long term relationships for increased business productivity.

This interactive, one-day workshop will consider both the selling and purchasing aspect of business negotiations. It will provide effective solutions and settings in which to practice negotiating skills. Attendees will learn how to formulate strategies, overcome potential difficulties and apply proven principles to make business transactions more productive for all involved.

### **Who should attend:**

- All sales professionals
- All purchasing professionals
- All levels of management
- Business owners

### **Key Learning Points:**

- Learn how to establish bargaining boundaries and set limits; identify obstacles in the negotiation process
- Avoid common negotiation traps
- Develop and execute an effective negotiating strategy
- Learn effective communication skills; know when to ask questions, when to speak, and how to listen
- Use successful negotiating strategies and tactics to help turn opponents into allies
- Create linkage to manage concessions (trade, don't donate)
- Build long term relationships by creating outcomes that benefit both parties
- Eliminate wasted conflicts and deadlocks
- Make power and influence work for you, not against you
- How to avoid leaving "nothing on the table"



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## Registration Information

**Time:** Workshops scheduled from 9:00 a.m. to 4:30 p.m.

**Pricing:** 1-2 attendees \$295 per person, 3+ attendees \$255 per person.

**Location:** OLC Education & Conference Center (The name on the building is AAOS.),  
9400 W. Higgins Road, Suite 100, Rosemont, IL 60018-4975.

The parking garage next door has free parking with validation, available at the front desk.

[Click here to download a map and directions.](#)

**To register** or for additional information either email, phone or complete the [online registration form](#). **Email:** Ken Keller at [kkeller@c-kg.com](mailto:kkeller@c-kg.com) or Dean Carroll at [dcarrroll@c-kg.com](mailto:dcarrroll@c-kg.com) or **Phone:** (630) 495-0505 or (800) 869-7497.

**Register online:** [Complete form by clicking here.](#) If you register online, a confirmation email will be sent to you with next steps and payment details. Please note we accept checks as a form of payment.

**[To see a complete list of our current workshops click here.](#)**

Customized onsite workshops are also available.

Please contact us with any questions or concerns you may have. Email: Ken Keller at [kkeller@c-kg.com](mailto:kkeller@c-kg.com) or Dean Carroll at [dcarrroll@c-kg.com](mailto:dcarrroll@c-kg.com) or Phone: (630) 495-0505 or (800) 869-7497.