Win More Deals, Achieve Better Outcomes, Build Healthier Relationships at Work & at Home

Negotiation Training 360 can help you...

• Learn the principles of negotiation taught at the highest levels of academia and practiced by top companies around the world.
• Master the language of negotiation and change the way you approach the bargaining table to win more deals!
• Create a blueprint for an effective strategy and winning process to achieve better outcomes in your actual negotiations.
• Build healthier relationships before, during and after the negotiation and experience successful and sustainable results with the people side of your business.

PEOPLE are the essential ingredient of all negotiations. They are the TRUE NORTH of your compass. Ignore the people and you do so at your own peril.

Rediscover the most important skill that thriving companies and individuals have mastered. Put people back as the central focus of negotiation in your professional and personal life, and experience better results because of better interpersonal relationships.

Negotiation is a people skill you can't afford to live without! At the end of the day, we are all in the people business!

Start Building Your Skills Today!
The Negotiation Training 360 Seminar is a live, one-day, hands-on class based on the book, *The Negotiation Table*.

The course begins by giving students a solid foundation of the principles of negotiation. With that foundation, we then walk students through three core focal points in every negotiation, the People, the Products, and the Process to create a negotiation framework. The third part of the training seminar puts it all together, by applying the principles and the framework to the students’ real-world scenarios specific to them so they walk away with not only tools, but results.

**PRINCIPLES OF NEGOTIATION**

The principles taught in the seminar are rooted in long-standing and credible sources from the highest levels of academia. The course draws from research, negotiation theory and best practices, and delivers to students a concise yet substantive foundation. You will walk away with a solid grasp of the language of negotiation and an ability to apply it to your context.

**FRAMEWORK FOR NEGOTIATION**

The ability to negotiate effectively requires you to have a proven approach at the bargaining table. This training will walk students through three core focal points of every negotiation: The People, the Products, and the Process to create a negotiation framework. The framework is then applied using exercises and case studies to prepare students for a real-world environment.

**RESULTS OF NEGOTIATION**

Successful negotiations are measured by the results achieved. The third part of the training seminar ties together the principles and framework and has the students work through their own negotiations. This is a coaching and consulting session, where the class gets to work with the instructor on their problem areas of negotiation, soliciting help and guidance from the content, class and trainer's expertise.

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**NEGOTIATION TRAINING 360 IS DIFFERENT THAN OTHER TRAINING PROGRAMS.**

**We're different in our training PURPOSE**

Some negotiation training programs pitch to their clients how they will make the company more money and get the company more deals using slick tactics. **Negotiation Training 360** knows your company needs a return on their investment, but we believe your biggest investment should be in the people side of your business. People are the essential ingredient in all negotiations. Our training is purposeful in giving you the requisite people skills to be successful in your negotiations.

**We're different in our training PRODUCT**

Many negotiation courses fixate on rigid, proprietary models that are clunky and difficult to apply to your real-world experience. **Negotiation Training 360** program spends the first part of the day training on the broad-based concepts and language of negotiation and then spends the last part of the day in dialogue with your team to make real-time, relevant application of the principles, tailored to you.

**We're different in our training PLACE**

Other negotiation training companies require their customers to come to them and train at their location, adding travel costs to the client. **Negotiation Training 360** will come to you and train in your work context, not only saving you money but also allowing you to involve more stakeholders without negatively impacting your work productivity.

**We're also different in our training PRICE**

The price for other negotiation training can range from $1200 to $12,000 per person for 2-5 days of training. Here at **Negotiation Training 360**, we designed our training for budget conscience clients without skimping on content.

**Book your training TODAY!**

You can bring our 1-day, private, on-site, group training to your team, office or company for as low as $2,000 for groups of 20 or less. Your team gets a more practical and personal experience for a whole lot less, saving you Time and Money.
Get ready to roll up your sleeves and work!
This fast-paced training will result in you being more knowledgeable and more prepared to negotiate than you were when you stepped into the classroom. The day is split in two parts:

**Part-1** gives you the principles of negotiation and practical exercises after each section to apply the principles.

**Part-2** is a coaching and consulting segment where we work through your real-world negotiation situations using the principles and process to help you overcome your challenging areas. *Here is a more detailed breakdown…*

<table>
<thead>
<tr>
<th>PART-1</th>
<th>Class Training</th>
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<tbody>
<tr>
<td><strong>The PRINCIPLES</strong></td>
<td><strong>What You Get</strong></td>
</tr>
<tr>
<td>Negotiation Skill Basics</td>
<td>• 8-hours of rich negotiation content based on proven principles</td>
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<tr>
<td>• Negotiation as a Learned Skill</td>
<td>• Negotiation Language Concepts taught include: BATNA, ZOPA, GIFT, Anchoring, Persuasion Principles, Negotiation Styles, Negotiation Tactics, and more.</td>
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<tr>
<td>• Negotiation as a Language Skill</td>
<td>• Practical application to your real-world negotiation scenarios</td>
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<tr>
<td>• Negotiation as a Life Skill</td>
<td>• Training Binder with course content, worksheets, and resources</td>
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<tr>
<td>• APPLICATION EXERCISE</td>
<td>• Printed Certificate of Completion</td>
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**The PEOPLE**

Who is Coming to the Negotiation Table

• The Players
• The Positions

• APPLICATION EXERCISE

**The PRODUCTS**

What Do they want at the Negotiation Table

• The Products, Price & Perception of Value

• APPLICATION EXERCISE

**The PROCESS**

How will they Negotiate at the Table

• Setting the Negotiation Table
• Communicating at the Negotiation Table
• Clearing Off the Negotiation Table
• Continued Communication

• APPLICATION EXERCISE

<table>
<thead>
<tr>
<th>PART-2</th>
<th>Coaching and Consulting</th>
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<tr>
<td><strong>Coaching and Consulting</strong></td>
<td><strong>What You Get</strong></td>
</tr>
<tr>
<td>• Coaching and consulting to assist you in identifying problems and applying principles of negotiation to your real scenarios</td>
<td><strong>Continuing Education Credit:</strong></td>
</tr>
<tr>
<td>• Facilitated Group Q &amp; A session on course content</td>
<td>Proof of attendance, course completion and a letter of appeal will be issued to participants who wish to pursue credit for continuing education (CEU’s). Please contact your professional licensing organization to verify requirements.</td>
</tr>
<tr>
<td>• Open-ended, blue sky discussion on related topics</td>
<td><strong>“We contacted Randy to address the topic of negotiation at our REALTORS® Government Affairs Directors Institute. With Randy’s extensive Capitol Hill background, he knew the language and what works with legislators. Randy’s tips and tactics for negotiation skills were second to none. His session was rated very highly by our 200+ government affairs directors and I would invite him back again”</strong></td>
</tr>
</tbody>
</table>

~Kyle Lambert London (July 2016) National Assn of REALTORS® Political Education Manager
NEGOTIATION TRAINING CLASS

A Practical Course for all People Regardless of Job, Title or Industry

www.NegotiationTraining360.com

1-877-SKILLS-9 (754-5579)

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Alberto M. (July 2017), San Antonio, TX

Officially he is the best instructor on how to negotiate.

If done this way, you are dead. He showed me how to do it and do it.

“Best coach for negotiation skills. In my industry, if you don’t know how

...Customized training available

...Class available for 5 to 20 students

...Fast-paced, fun, practical

...Live, 1-Day Negotiation Training Seminar

...Train ’em, Ready ’em

...to Everyday Negotiations. By author and
departmental originator. Based on the
book, The Negotiation Table: Everyone’s Guide

Professional on-site training for your team.

Negotiation Training 360 can help you...

and at home without compromising in either.

Isn’t it time you got the skills necessary to help you succeed both at work

Negotiation is more than a skill for work... It’s a skill for life!

Build Healthier Relationships at Work & at Home.

Win More Deals, Achieve Better Outcomes.

NEW!!

ONE-DAY SEMINAR

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