

# WIN/WIN NEGOTIATING

*“Obtaining What You Deserve”*



**Approach:**

Recommended 1-day program

Will customize & personalize sessions to fit specifically with your procedures

**Who should attend?**

Anyone who wants to improve their negotiating skills

*Dedicated to Improving Your Bottom Line*

**LEE JAMES & ASSOCIATES**



## BENEFITS

With clients challenging terms, conditions, fees, changes & other technical and business issues, negotiating skills are more important than ever. Many clients are taught the skills of negotiating & use those skills daily. They prove that if they ask, they will receive.

Those professionals who become comfortable negotiating positively differentiate themselves & their company. Better terms, conditions, pricing and schedules are obtained. When changes occur, more favorable adjustments result. Whatever technical or business issues arise that needs compromise; the professional that is trained & prepared to negotiate positively will achieve the best outcome.

This seminar prepares you for negotiating and feeling more comfortable with the process. It will arm you with the skills to understand the negotiating process, recognize tactics used by others, develop approaches that fit with you & methods to succeed in obtaining what you deserve while building strong relationships with clients & suppliers. The skills learned will be used daily in your professional & personal lives.

Numerous real-life experiences, case studies & negotiating exercises are used to teach and bring to light the principles taught. Sessions are highly interactive with active learning occurring throughout.

## SESSION COVERS SUCH TOPICS AS:

- Become comfortable negotiating
- Recognizing tactics used by others and how to counter
- Build positive and stronger relationships with customers through the negotiation process
- Increase profit by negotiating better terms
- Arm yourself with the skills to be a successful negotiator
- Learn from past experiences of others
- Develop a mock negotiation plan & negotiate against other teams during the session

## OUTLINE

Sessions are developed to meet the needs of the employees, customers and profitability.

**Establishing Baseline** – Definitions, when and where negotiating occurs, Ten Tenets of Negotiating, approach comparisons

**Planning and Preparing** – Objectives, alternatives, prioritizing, timing, research, use of experts

**Doing the Negotiation** – Logistics, determining authority, assessing others negotiating style, reaching your objectives, controlling emotions, caucusing

**Concluding Negotiations** – Timing, trade-offs, when to offer concessions, addressing impasses, when to walk away, documenting

**Mock Negotiating** – Pricing, payment terms & conditions, billing & collecting, change order, budget overrun - exercises

**Conclusion** – Profile of a good negotiator, survival rules, win/win benefits

**Winning Outcome** – Empowered employees, delighted customers and increased profit

## PARTICIPANTS COMMENTS

The course material and leader consistently receive excellent ratings. Representative comments received from participants are:

*"This seminar is vital. I would recommend that all employees be exposed to this."*

*"Very good seminar. The exercises were a very good training tool. One of the most helpful things of the day was 5 things to review before going into the negotiation session."*

*"Exercises and Task Group work was a great way to get the attendees to participate."*

*"Very useful. Always liked the simulations. Good instructor."*

*"Lee does a good job of mixing in examples from his experiences and keeping the interest of his audience."*

*"Very professional, knows our business which really made the seminar worthwhile."*

*"Great program; good ideas to take with me."*

*"Very good. Role playing was very helpful."*

*"Core message – Ask for what is deserved."*

*"Great points to think about. Will immediately be helpful. Definitely worth my time. Glad I was able to attend."*

*"Lots of good advice that can be used in many circumstances."*

## INSTRUCTOR

Lee James, CPA, CMC, CBI has served his clients by providing consulting and training services for 30 years. Lee develops and teaches training courses throughout the U.S. He is an enthusiastic and energetic trainer who keeps your attention. Numerous case studies and exercises are used to embed the principles taught.

Lee is active in several professional societies and is continually promoting good business practices through authoring articles and completing training sessions. He was Vice President for an international engineering consulting firm and worked daily with projects, project managers and clients in developing pricing strategies, managing billing and collections, addressing change issues and negotiating win-win solutions. Previously, Lee worked with Ernst & Young as a project manager and trainer and as the Chief Financial Officer for a computer software engineering firm.

Lee now does similar work with his firm. He constantly experiences the challenges of fulfilling project technical aspects; as well as financial and business needs. Consulting, training and ownership transfer projects are continually in process. Lee has successfully put into practice all the principles he teaches in this program.

## ON-SITE TRAINING & FLEXIBILITY

The program is designed to be flexible with regard to format, timeframe and location. The curriculum is developed so that organizations wanting shorter sessions, dealing with specific problems, are accommodated. While we encourage the complete one-day program, other formats are available. As an added benefit, we can customize it to meet your company's specific needs as well as policies and procedures.

Due to the interactive nature of the session, class sizes of less than 30 people are recommended.

A Participant Manual, handouts and reference materials are provided for use throughout the sessions and after completion.

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**For more information, please visit our website, email or call us:**  
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