

Assertive Negotiating™



Negotiate with confidence to get more of what you want.

Whether you negotiate primarily with customers or co-workers, effective negotiation skills can help you present your viewpoints clearly and confidently, and get you more of what you want. Old methodologies and techniques no longer work. Today, the most effective businesspeople are weaving negotiating into their interactions with everyone.

The process and methodology for breaking through.

Assertive Negotiating provides a process and methodology that helps you build negotiating strategies, organize negotiation meetings and effectively deliver your value offering: The online course and optional workshops enable you to:

- Control the tone, the atmosphere and the tempo of your negotiation by orchestrating and managing a process
- Understand what you and your negotiating partner need to do to move the negotiation forward
- Use techniques to build or enhance long-term relationships built on mutual respect
- Use a tool that guides your strategy, organizes your face-to-face meetings and focuses the value you bring to your negotiations
- Recognize and deal with negotiating tactics designed to extract concessions from you
- Remain flexible while assertively pursuing the agreement you want

A unique, structured approach.

Based on proven results, **Assertive Negotiating** goes far beyond tactics and techniques that are no longer effective in today's highly competitive markets. Participants learn to orchestrate the negotiation process to gain commitments from customers and move the negotiation to a close.

Hands-on, real world tools make all the difference.

The *Negotiation Value Planner* gives you the confidence you need to lead negotiations and effectively deliver your value offering.

A comfortable fit for any organization.

Assertive Negotiating provides a plan and tool set that integrate smoothly with any organization's culture and style. You strengthen your organization with new skills that help your team proactively manage their negotiations and add real value to your customer relationships.

What's To Learn

The online course and optional workshop provides real-world processes and tools for managing negotiations. Participants learn how to gain a full understanding of each party's motivations, and what is required to effectively deliver a solution that your negotiating partners truly value.

Who Will Benefit

- Account Executives
- Strategic Account Managers
- National Account Managers
- Global Account Managers
- Sales Leaders
- Senior Sales Executives
- Marketing Managers
- Senior Executives
- Department Managers
- Legal & Finance Professionals

To learn more about Open Advance™ products and services, visit us online at <http://www.openadvance.com>

Office: (800) 742-6310
M-F, 9am - 5pm PT
info@openadvance.com