

Now that you've taken the
Effective Negotiating® there's more.

Dr. Chester L. Karrass presents
the masters class of negotiation...



Effective Negotiating®

...the Follow-on
Program



Discover the next level of negotiating excellence
by making more creative agreements and building
stronger Both-Win working relationships.

And do it in today's complex global economy.



KARRASS

Effective Negotiating® 2-The Follow-On Program

In today's business world negotiation has never been more challenging or more rewarding. The difference lies in the skills you command.



Dr Chester L. Karrass



To Effective Negotiating® alumni...

Global strategies. The Internet. Intensifying competition. Emerging and complex supply chain solutions. Outsourcing agreements. Service contracts. Strategic alliances. The business world is changing at a rapid pace. The comfortable psychologies of the past will not work in the realities of today's increasingly complex and competitive business climate.

The key to long-term success today is much more than the hard-nosed, aggressive approach most people think is effective negotiation. To build dynamic relationships that flourish in an environment of creative agreements, where both parties enjoy greater value one must turn negotiating adversaries into trusted business partners. And this requires a whole range of new skills.

Now that you are using the skills and techniques you've learned at the EFFECTIVE NEGOTIATING® Workshop, I am confident that you will greatly benefit from this exciting, interactive program. It will complement and enhance what you've already learned, and will give you a whole new outlook on the negotiating process.

In the EFFECTIVE NEGOTIATING® program, you learned how to better defend your interests. In this follow-on program you will discover how to make more creative deals that bring greater value to both parties. You will also learn how to better handle yourself at each stage of the negotiating process; how to overcome the other party's resistance and defensiveness from beginning to end. Most importantly, you'll walk away from this program better equipped to search out, and implement, value-generating deals where everybody wins.

Everybody talks about "win-win" today, but few know how to apply it. Through real-to-life case studies, you will learn practical ways to employ this critical strategy to reduce tension, collect information, find creative compromises, and close the settlement range for a better agreement."

Armed with this dynamic approach, you will walk into your next negotiation with new confidence. And you'll walk out of it having made a more creative deal, with a stronger working relationship.

Best regards,

Chester L. Karrass

Chester L. Karrass



2 days packed with useful tools and information.

KARRASS seminars are noted for their informative, entertaining and practical approach. The seminar provides the framework of knowledge and the hands-on techniques that will help you the very next day.

This advanced negotiating course is powerful. This two-day event will establish a process that turns negotiations into a positive energy-building experience. And helps promote trust and satisfaction in pursuit of mutual success. You will learn innovative ways to move forward in negotiations in today's rapidly evolving business environment.

You can immediately use these tools to:

- Create a favorable climate of negotiation
- Build trust
- Reduce your aggravation level for better results
- Resolve conflicts
- Make agreements that won't fall apart
- Sharpen your body language insights
- Build more stable, long-lasting relationships
- Turn negative challenges into positive opportunities

AND MUCH, MUCH MORE.

It's not enough to hone old skills, you need a brand new **tool box** and the mastering **techniques** to go with it.

New challenges require new skills. In today's fast-paced, increasingly competitive business climate, conventional negotiating approaches are no longer enough. Even under heavy pressure, you must learn to think creatively, establish a favorable climate, and make more innovative agreements.

Karrass, the world leader in negotiation training, will show you how to navigate through today's economy with a dynamic new negotiating approach that will help you find new synergies while you build stronger working relationships.

With a more advanced global economy, comes the need for multicultural understanding, tolerance, and multicultural negotiating skills, including the knowledge of how other cultures negotiate. In Effective Negotiating® 2 you'll see how these skills are growing worldwide and the reasons why you need to embrace the multicultural realities.

An **entrepreneurial** approach.

Where some see dangers in the internet, others find new opportunities. There is no reason to let the internet be a source of miscommunications and misunderstandings. Karrass teaches you how to turn the net to advantage.

With the skills you harness in Effective Negotiating® 2, you'll discover the secrets of data mining, including a host of resourceful ways to gain vital information.

Today's business climate demands a different type of negotiating.

That means understanding how to develop negotiating strength through building trust; recognizing where business opportunities lie and how to turn them to an advantage; and create values through the dynamic skill of everybody wins negotiating.

Immediate **application**.

Through case studies and exchanging ideas with other business professionals, this interactive workshop brings

the challenging issues facing negotiators to light. The exercises in class will further illuminate the dynamic principles Dr. Karrass has developed and allow you to experience immediate application of new skills just as you did in Effective Negotiating®, but at a much higher level.

You cannot go **wrong**.

This is a must-attend seminar for anyone who wants to enjoy a wealth of practical ideas that are immediately useful for your challenges today and for the rest of your life. You cannot go wrong learning how to be a more effective negotiator, in fact, it's one of the smartest things you can do for your company and for your business.

You will leave the seminar with a new level of confidence, equipped with new tools that will enhance your entire business career. As you deepen your understanding of negotiation, and learn how to apply your new skills during the process, you'll find it easier to develop the kinds of deals that work for everybody.

Successful organizations have them.

Successful organizations got there because they have effective negotiators with the skills you'll learn and master from Dr. Karrass's teaching. Successful negotiators know how to create an atmosphere of trust, master the six phases of negotiation, convert adversaries into trusted business associates, and close the deal in a way that brings greater satisfaction to both parties.

Space is limited-register today online at www.karrass.com or call us at (323)866-3800.

Unlike other seminars,
KARRASS seminars are **packed
with practical information.**

This information is easily
understood, entertaining, and
immediately useful.

You will learn the strategies and behaviors that build relationships, improve the negotiation environment, turn adversaries into trusted partners, and help close successful negotiations.

- How to understand the dynamics and methods of successful negotiations in the age of the Internet.
- How the KARRASS methods are sure to advance your career
- How to keep the negotiation moving forward
- How to reduce aggravation for more success
- How to prepare and plan successful strategies
- How to navigate through the stages of negotiation
- How to handle pressure tactics and maintain control
- How to use multi-cultural negotiation styles



KARRASS



At Effective Negotiating® 2 you will learn:

1. How the latest technologies, and especially the Internet, are expanding the traditional boundaries of buying and selling, and how the concept of negotiation is changing as well.
2. How in this new environment a total cost approach can help you make more intelligent deals and build more stable long-lasting relationships.
3. How to keep any negotiation moving toward a more favorable Everybody Wins agreement:
 - At the opening demand and offer stage.
 - After the early “No” responses and during the moving toward agreement-discovery stage.
 - During the hard bargaining pressure phase.
 - At closing time when last minute hitches arise.
4. How to reduce the tension level and take advantage of business opportunities—turning a negotiating adversary into a trusted business partner.
5. How to think more creatively even when bargaining under heavy pressure, and how more subtle aspects of the newer negotiating can work for you instead of against you.
6. How to build trust into the more complex relationships that are part of the new economy; relationships that include:
 - Strategic alliances
 - Partnerships
 - Contracting arrangements with Outside Consultants and Internal teams
7. How to create a favorable climate of negotiation.
8. How to close a deal that won’t fall apart or be second-guessed by “Monday Morning quarterbacks”.

Who is Dr. Karrass?

Karrass’ Effective Negotiating programs have set the standard for negotiation success. Dr. Karrass is the pioneer of the negotiating art and his techniques have helped nearly a million people around the world improve their abilities to deal with suppliers, customers, complex contracts, and the widest variety of negotiations. He has published three best selling books on the subject.

Listen to what Karrass graduates have to say.

“The seminar was both educational and entertaining. I would recommend it and have. I wish that I had taken the KARRASS Effective Negotiating seminar four or five years sooner.”

– Jorge A Gonzalez,
Marketing Manager, Latin American Division,
American Express

“I thought the seminar was great. The concepts were very useful and are something I will want to work on regularly. Some of the key concepts I was able to take home and put right to use.”

– Robert Mack,
Regional Sales Manager
Kimberly-Clark

“It was the best seminar I’ve ever taken. It was an excellent use of my time.”

– John Vernagus, District Manager,
Sprint.

“I now realize that I can negotiate anything. I use the techniques all the time and have changed my way of negotiating.”

– Stewart Bishop, Sales Planning Manager,
Quaker Oats

Space is limited-register today
online at www.karrass.com
or call us at (323)866-3800.

KARRASS can make you a **more effective negotiator** both inside and outside your organization.

KARRASS offers a comprehensive group of seminars that can be easily tailored to your specific needs and challenges. There is a KARRASS program to match your budget requirements and bring tremendous value to your company. See your course leader for more details or call us at 1(323) 866-3800 or visit us online at www.karrass.com or www.karrass.co.uk

Effective Negotiating®

The most widely attended negotiation program available anywhere. Because it works!

When you need to negotiate with people outside your organization: customers, suppliers, finance, contractors, strategic partners, land development, government agencies, shippers and more. Learn how to negotiate both-win deals. Develop the key skills that bring success in business and in life.

Effective Negotiating® 2 - The Follow-on Program

Build upon the strategies and tools for Effective Negotiating® to enhance your capabilities to negotiate in the new business climate of the 21st Century.

Effective Negotiating® Inside Your Own Organization

The negotiations you have with others in your own organization are some of your most challenging—and most important. How you handle these interactions in discussions and meetings impact your career. These negotiations can damage, or help organizational harmony, and your ability to get your job done successfully. This seminar focuses on three crucial skills: The negotiating of differences, the exchange of viewpoints and ideas, and the building of positive relationships.

Effective Sales Negotiating

Designed to help sales and marketing personnel make more successful agreements and achieve greater customer satisfaction in the process. *This seminar is presented on a private In-House basis only.*

China Insight Workshop

Learn how to turn a labyrinth of cultural obstacles into a land of opportunity for your company.

Skills Development and Coaching Workshop

Provides Effective Negotiating® alumni an opportunity to practice negotiation skills and techniques in an environment that closely resembles their actual work. *This seminar is presented on a private In-House basis only.*

Implementation Workshop

Designed to specifically apply methods learned at Effective Negotiating®. *This seminar is presented on a private In-House basis only.*

The KARRASS Speakers Bureau

Perfect for your next Sales event or Organizational meeting, providing entertaining and informative speakers and short workshops designed to enhance business and personal lives.

Ask your course leader for more information about any of these KARRASS programs or call KARRASS headquarters in USA: 1 (323) 866-3800 or KARRASS Worldwide in UK +44(0) 1202 853210

