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## Price Negotiation Workshop

The Negotiation Academy – Europe is proud to release the new price negotiation workshop aimed specifically at assisting individuals and organizations that need to obtain an increase in the price of their current value propositions.

When engaged in negotiations where your skill as a negotiator must enable you to obtain an increase in the price of your products, services or solutions, it is imperative that you invest in your capability to:

- Understand and deploy pricing models and Total Cost of Ownership (TCO)
- Understand the way professional purchasers approach supplier negotiations
- Prepare effectively for the price or contract negotiations
  - Understand the needs & interests of all parties involved
  - Identify potential barriers or hindrances to reaching an agreement
- Conclude better agreements through being creative
- Adopt the appropriate negotiation approach to facilitate trust, rapport and long term gains

The Negotiation Academy - Europe has developed an award winning methodology specifically designed to improve your price negotiation performance. We call it '*Negotiating to Win More!*' and it forms the back bone of all our consulting and training engagements.

The '*Negotiating to Win More!*' methodology is based on a combination of sound academic theory and significant practical price negotiation experience to provide you with a due diligence framework that aims to instil best practice, principle-centred negotiation skills. Delegates attending this course will benefit from the following learning outcomes:

- Steer positional/tactical negotiations to a collaborative environment
- Move price negotiations from 'claiming value' to 'creating value'
- Avoid leaving money/value on the table
- Convert challenging relationships into rewarding relationships
- Understand their own personal negotiation style and the impact thereof on price negotiations