

## DO YOU NEED TO BE NEGOTIATION FLUENT? After all, you aren't lawyers.

Is improving your profit margin by 10% to 20% for the rest of your life worth 9 hours of your time? **If the answer is yes...keep reading.**

Perhaps you are a good negotiator.

What are you doing to become a great negotiator?

### ARE YOU...

- A Business Owner
- A Procurement Professional
- Project Managers
- Self-Employed
- Creating a Science-Based Start Up
- Running a Consulting Business
- Negotiating with Investors
- Responsible for negotiating agreements with suppliers, clients, customers and colleagues?

### DO YOU NEGOTIATE...

- Client and Customer Fees
- Payment Terms
- Deadlines
- Equipment and material purchases
- Services
- Incentives and Penalties
- Everything else in your business

**The good news is it's not difficult to become negotiation fluent.**

**Whether you are new at negotiating or have a lot of experience. This course will improve your negotiation outcomes.**

The participants will learn all the strategies and skills needed every time two or more people need to come to an agreement.

We guarantee you will be confident enough to use best practices when it matters most. This is our passion and expertise.

**Anyone can learn to negotiate.  
Without changing your personality.**

You don't have to be charismatic  
You don't need an outgoing personality  
You don't have to like negotiating to do well

**You just need a roadmap to become fluent in the key negotiation strategies.**

### DON'T TAKE OUR WORD FOR IT...

"Experience matters. We all know this, and yet on many of our queries we turn to boiler plate solutions extracted from digital interfaces instead of tapping into vetted experience. When it comes to negotiations in general and negotiations for commercial terms in particular, Ruth Shlossman and Castle Negotiations have invaluable experience that will make you feel like you were leaving money on the table before having learned their strategies."

*Nimrod Vromen,  
Chief Growth Officer (Startup Sector) II  
Partner, International Hitech Department*

- Our participants leave this live virtual and on-demand course equipped with a game plan, **and empowered to tackle their toughest on-demand negotiation obstacles.**
- This is the only course you will ever need to become fluent in all the essential negotiation strategies.
- Led by experienced negotiators, not professors. The same principles taught at Harvard are in this course, for a fraction of the cost.
- We have done the work of organizing the roadmap and steps to take when you negotiate.

This series is **taught by negotiation experts**

who have consulted with and trained thousands of people from new hires to CEOs.

Over the past 20 years we have developed a system

that will make it easy and painless for you to negotiate without anxiety.

Learn all about us, our clients, our ROI and more!

[www.castlenegotiate.com](http://www.castlenegotiate.com)

**Ready to learn how to negotiate the outcomes you want, without anxiety and self-doubt?**

**Learning Objectives:** This course proves that everyone can improve their negotiation outcomes. Especially in situations where walking away from a negotiation is not an option, this course will prepare you to get the best agreement possible.

You will learn:

- The Four stages of the negotiation process
- How to manage the emotional reactions of most negotiations
- How to stop negotiating with yourself
- How to reframe negotiation anxiety to stop avoiding and start problem-solving
- When to make the first offer
- What questions to ask to understand what they really want
- How to manage unrealistic demands
- How to say no without losing trust and a positive relationship
- Prepare effectively
- Differentiate between positions and interests, and address the latter for successful resolution.
- Overcome objections and turn your counterpart's "no" to "yes".
- Effectively respond to offers and make proposals.
- Know when and how to open the negotiation and when and how to take the deal.
- Use creativity and value-based negotiating to achieve successful closure.
- Defend against common hardball tactics and use when appropriate.

This workshop is fast-paced and highly interactive, focusing on the specific challenges faced in the participants' negotiating environment. Using movie clips, negotiation cases, discussions, instruction, and non-threatening role-plays for participants to practice effective negotiating skills and behaviors.

You will leave with a massive toolkit of practical tools to overcome your negotiating challenges and enhance your negotiation outcomes.

### COURSE OVERVIEW AND LOGISTICS

Six session series	Nine hours of live instruction	Additional advanced negotiation sessions throughout the year	You can start any time and watch past sessions and join the live sessions as well
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Session One: Setting the stage for win-win outcomes

1. What and how to prepare
2. The numbers
3. The Stakeholders
4. Leverage, fact points, and legitimacy
5. The opening offer, the heart and soul of a successful negotiation
6. Having a Plan B
7. The agenda

Session Two: Meet and Greet - Setting the Stage for Negotiating

1. Warm-up of the room: how and why?
2. Logistics
3. Take the trust temperature
4. Rules of engagement
5. Nonverbal communication
6. Words to use and words to avoid
7. How does your mood play a role in successfully negotiating?

Session Three: Prepare and Map-Out

1. Probe the negotiator's secret weapon of massive success
2. How to turn in a "yes" and how to say "no"
3. Who opens first
4. Creative trades
5. Concession patterns
6. The caucus

Session Four: Seal the Deal - Coming to an Agreement

1. The debrief
2. A follow-up protocol
3. Setting goals
4. Next steps
5. Closure

Session 5-6: Advanced Negotiation Strategies

1. Managing the triggers that derail our negotiations
2. Dealing with Bully hardball negotiators
3. Conflict-resolution systems and strategies

**YES! Count me in!**  
*Full Access to the Basics of Negotiation on Demand Video Series - Only \$749.00!*

*This is an investment you can't afford to miss!  
It's Fun & Easy.  
Money-back Guarantee.*

### CASTLE NEGOTIATIONS CONSULTING COMPANY

At Castle, we have been training Fortune 500 companies to become better negotiators for more than 20 years, in over 20 countries. Our consultants are seasoned, professional negotiators who use their experience and success to teach participants the most effective strategies for every phase of the negotiation process.

As a boutique firm, we focus on one skill: Negotiating. We combine cutting-edge negotiation research with our broad experience, providing you with exactly what you need to stay ahead of the game.

To learn more about us click here.

### PAST COMMENTS

**Don't Just Take Our Word For It...Look At What Our Clients Have To Say.**

"I feel this is one of the best workshops my company has had. It was relevant to my job and it will be very helpful in how I deal with both internal and external issues in the future."

-Magda, District Sales Manager

"I was surprised by how much I learned from this course. I consider myself a seasoned negotiator. The instructor confirmed what I knew, and also showed me new ways to turn a 'no' into a 'yes'. She also gave me insight into what I was doing wrong. It was a practical workshop."

-Steve, General Manager

"Three months after attending a *Negotiate Smart*™ workshop: After 7 rounds of negotiation, I sourced above my BAM by 1.5%. This was worth \$3.7M in piece price when comparing the most competitive 1st round quote to where I finished."

-Purchasing - Automotive Industry  
Auburn Hills, MI

"During a recent negotiation, I was able to put together a BAM list of additional marketing concessions that the distributor agreed to saving us about \$4000 in fees. I've replicated this approach in two other marketing negotiations with identical results."

-Dan Wright, Impossible Foods

### COMPANIES THAT ACHIEVED RESULTS WITH IMPRESSIVE ROI

"I was able to save roughly 3.5% and about \$25k annually." -Transportation, Michigan

"I have saved over \$500,000 in contract spend using this." -OEM, Detroit

"In two negotiations, I had a 5%-10% better outcome." -FMCG, San Francisco

"Got additional saving of \$80,000/year." -Tier Two Manufacturing, Shanghai

"Ruth's workshop had a tremendous impact on my next sale. I used many of the strategies she taught and was able to turn a 250K sale into a 750K sale." -Kent, Sales Manager

For the next course schedule **CLICK HERE**

There are four stages in every negotiation. Learning them gives you a huge advantage.

- You don't have to change who you are to negotiate successfully.
- You don't need to become a bully to do well.

All you need to do is learn a few simple strategies and systems to help you negotiate easily and confidently.

**Negotiate Fluently, without the anxiety and guesswork.**