



# LEARNING TO NEGOTIATE WILL BOOST YOUR LIFE & YOUR CAREER

## THE BASICS OF NEGOTIATION IN 4 HOURS

Great negotiators are not born that way. They are trained.

We negotiate every day in business and in our personal lives. Yet few people, including entrepreneurs and executives, are formally trained in negotiations

In every instance with a customer, supplier, co-worker or family member, lies an untapped opportunity to make gains and expand relationships

For this reason, negotiation training is critical to success.

This proven seminar has helped thousands of professionals, entrepreneurs and solopreneurs add value to their organizations by utilizing this critical skill in an effective manner.

**Attendees will learn the following:**

- What is a negotiation
- Objective setting in a negotiation
- The different types of negotiations
- How to prepare for an effective negotiation
- How to build and work a negotiation plan
- Understanding interest parameters and finding alternatives
- Formal and informal negotiations
- Determining the walk-away point
- Controlling emotions in negotiation settings
- How to Present offers: formally and informally
- Practical examples such as how to buy a house or a car
- Closing the deal
- What do to next: this seminar is just the start to becoming an expert negotiator

**Details:**

4.0 hours in total which includes:

- Two, 10-minute breaks
- One practical exercise
- Wrap-up and questions

Virtually or in-person



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