

NEGOTIATE TO **WIN**®

Jim Thomas' award-winning presentation.

Reach win-win agreements through *smart negotiating*.

In this lively, informative keynote, superstar negotiator Jim Thomas reveals the skills and secrets you need to negotiate like a pro. Jim's fresh, entertaining approach combines potent techniques with his extraordinary personal experience and spellbinding style. **Negotiate to Win**® is the definitive "how-to" presentation that has helped tens of thousands attain new levels of negotiating success. Jim's practical, hard-hitting style produces immediate, measurable results.

You will learn:

- The huge and growing importance of negotiating skills in our professional and personal lives; how economic forces are demanding superior negotiating skills
- Why win-win negotiating is so vital
- The difference between negotiating and persuading
- How culture affects negotiating style: the "American" negotiating style compared with Japanese, Middle Eastern, Russian, and other styles
- The 7 Critical Rules of Negotiating
- The 14 Lesser Rules of Negotiating

Attendees gain dozens of proven, practical ideas, tips, and techniques to make them better negotiators, including:

- The strategies and tactics used by today's most effective negotiators – and how to defend against them.
- How to overcome their natural reluctance to bargain.
- How to thoroughly prepare for their negotiations.
- How to achieve creative, long-lasting, "win-win" agreements.
- How to establish and maintain positive negotiating climates.
- How to set opening, target, and bottom line positions.

The **Negotiate to Win** presentation is thirty to ninety minutes in length.