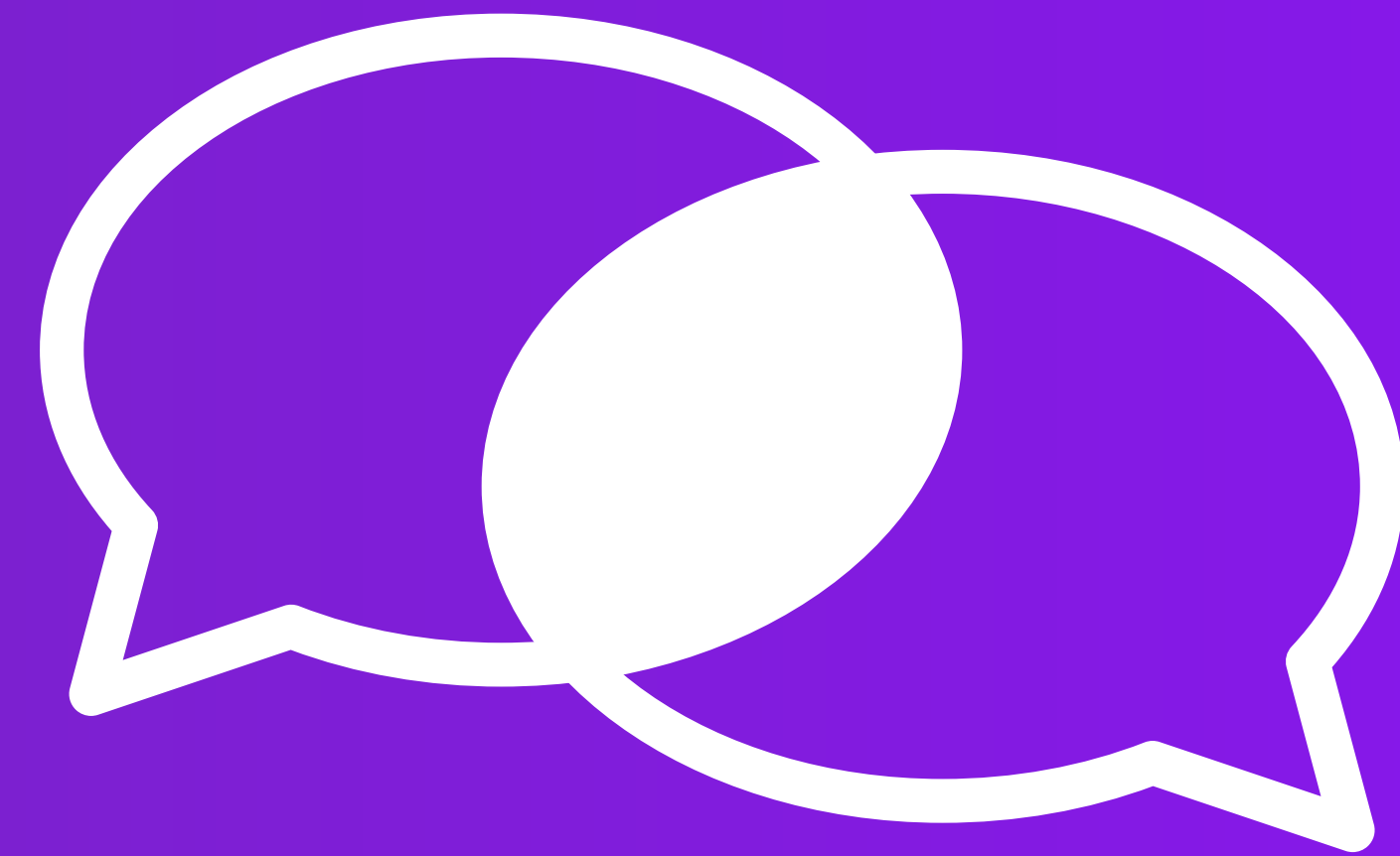




Introducing **NEGOTIATE** TRAINING





Welcome from Florence

Your negotiation skills expert



I've been delivering negotiation training for over 25 years across many sectors and industries – from education to finance, manufacturing to governance. In this time I've met people from all over the world working all the way from the shop floor up to senior management and board level. All of these people have one thing in common – a need to refine and develop their negotiation skills.

But here's the thing, **negotiation is so often misunderstood.**

It's not about winning a game or tricking anyone, it's about open and honest dialogue, so that every party involved comes away with a resolution that they are happy with.

Over the last two decades, I've also learnt that negotiation plays a role in everyone's life – from the budget conversations you have in the office, to deciding whose turn it is to do the dishes at home. It's a skill that's far reaching too; being a good negotiator is being cooperative, collaborative and a clear communicator.

It's also a skill that takes time, practice and confidence to get right.

So, this is where I come in, at the core of it all I teach people negotiation skills and help them to grow into a negotiation style that works for them and their business.

Over the course of my training you'll challenge yourself and have the chance to hone your negotiation skills applying it to real examples. You'll make mistakes – but you'll have an expert on hand to help you work through them – and that's what we're all about.

I look forward to working with you and your teams soon!

Florence Rolland
Managing Director



Introducing Negotiate

Negotiate was founded in 1986 and since then, we have trained thousands of people in hundreds of organisations throughout the world from budding entrepreneurs to senior executives.

We've heard time and time again that we have helped people to grow in confidence and become well rounded professionals.

The clue is in the name - we deliver training on what we know best - negotiation.

Unlike competitors, we have maintained our focus on this area, and so if you choose to train with us you can always be sure you're working with an expert.



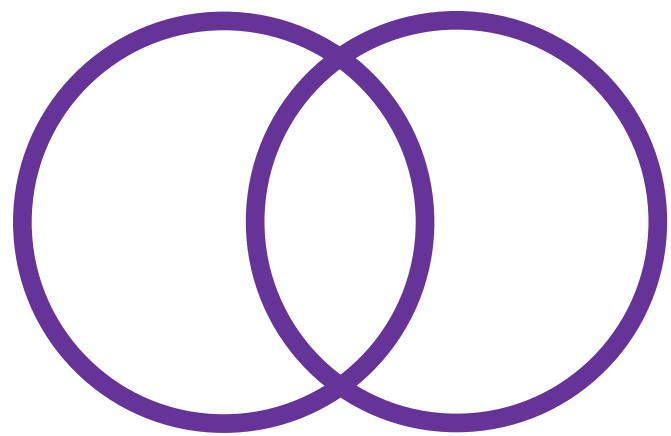
Watch our animation to find out more about who we are and what we offer



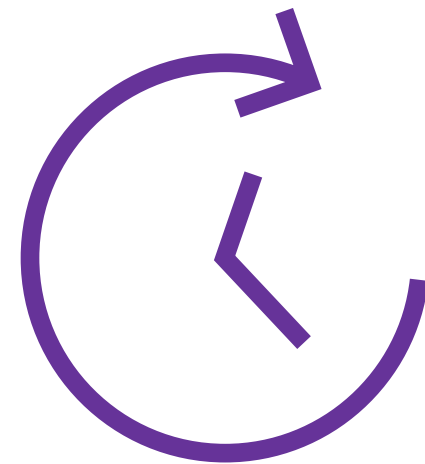


What is negotiation?

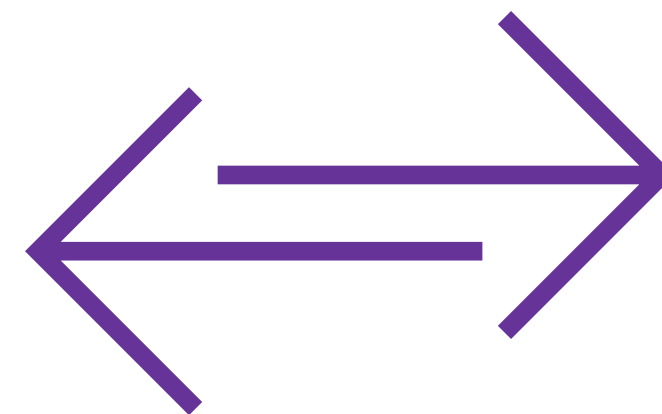
So, before we get into how we can help you and your teams, let's dispel some myths about negotiation.



Negotiation isn't just always about an exchange or a financial transaction; it can be about finalising the terms of a partnership agreement, dividing up responsibilities or reaching a decision with multiple parties involved.



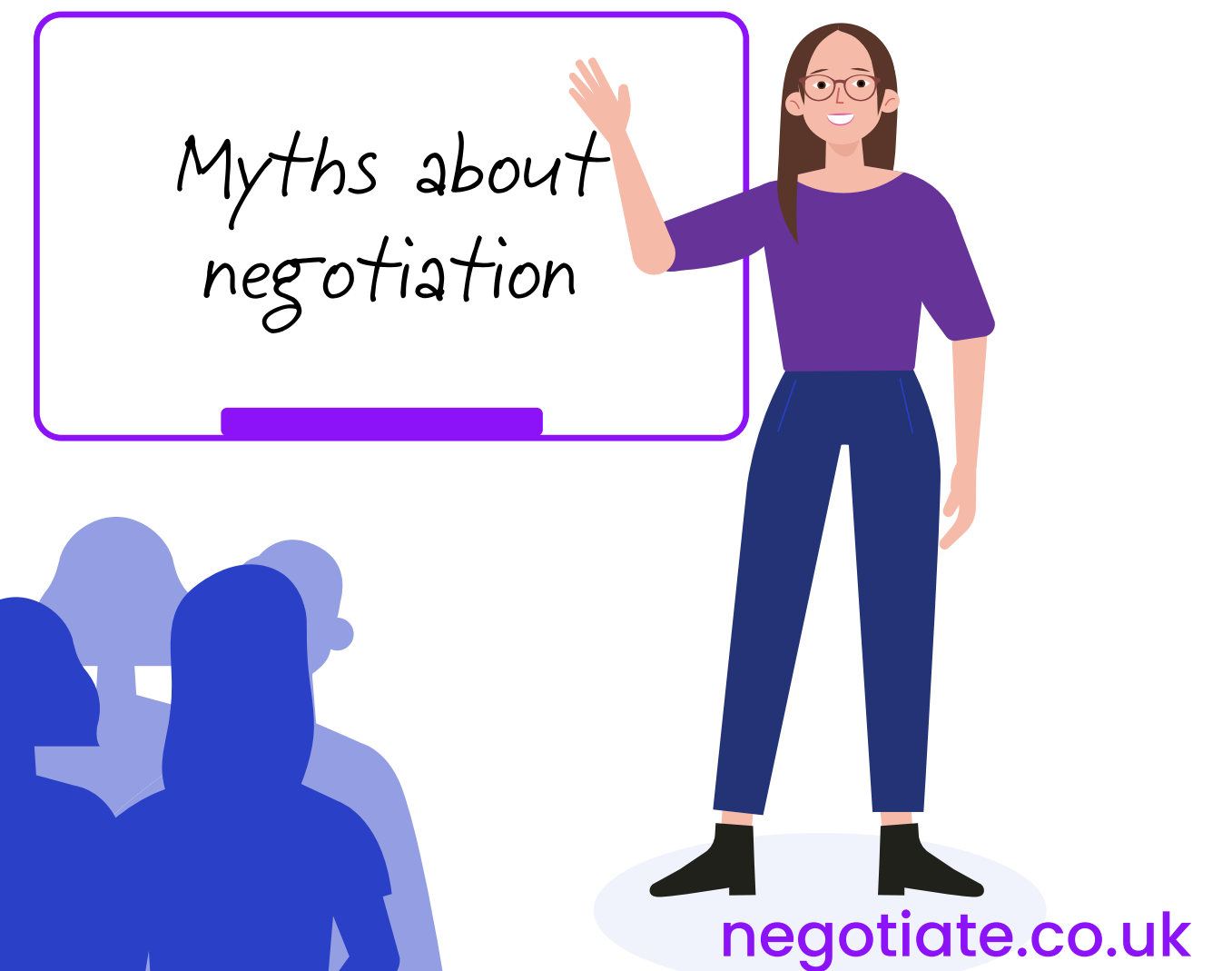
It isn't a single event; it's happening all the time, everywhere.

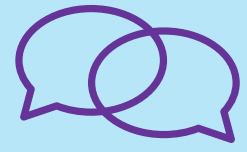


It isn't a competitive sport or a game - it's about creating a fair exchange



Tricks and ploys don't get you anywhere - honest conversation is really important

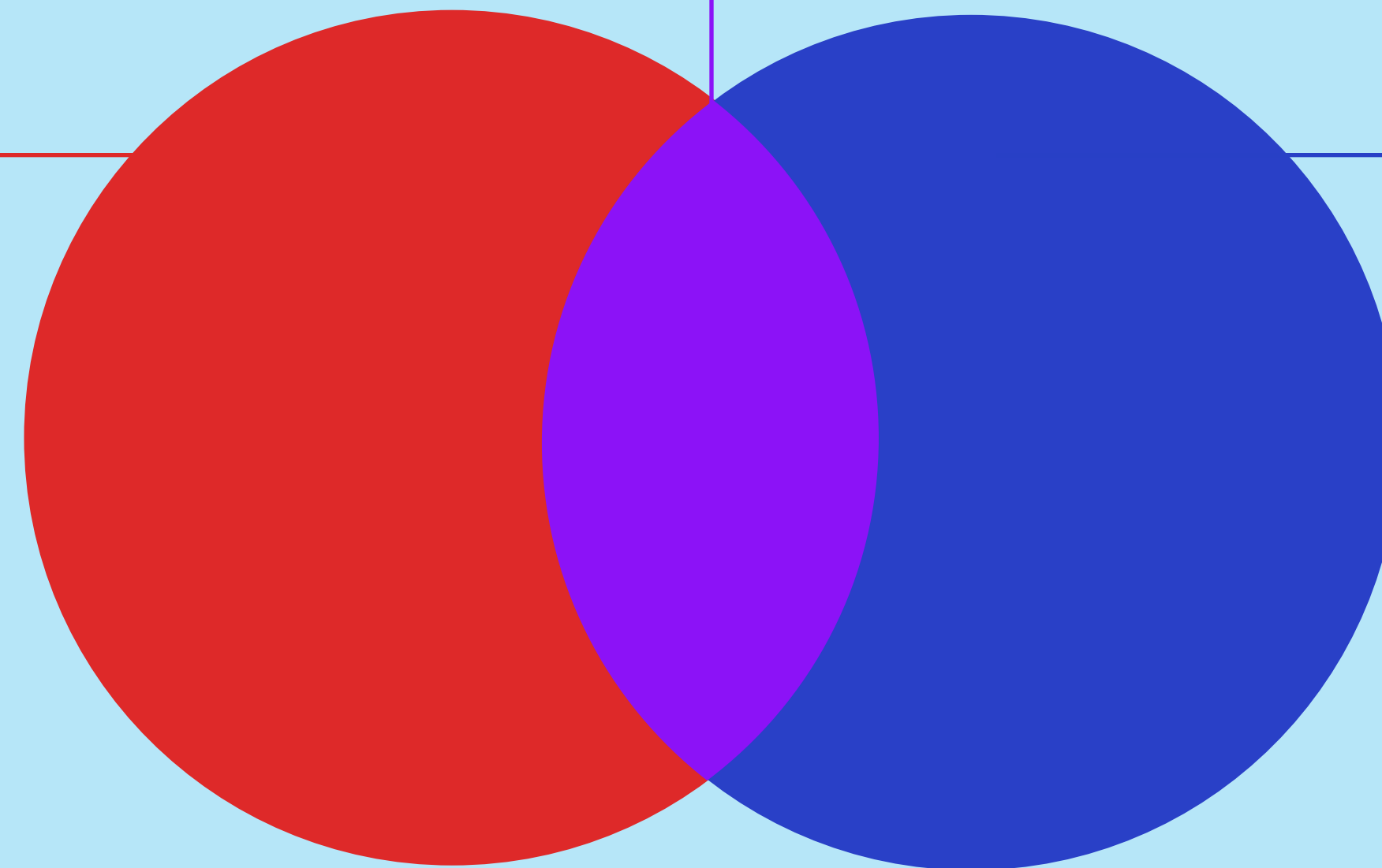




Be More Purple

When it comes to negotiation, style is everything. We often talk about three negotiation styles:

● **Red** —————
Often the assumption is made that to be a successful negotiator you have to be dominant - even aggressive. We call this negotiation style red and for these negotiators it's all about winning a game even if you have to trick your way there. On the surface you may think it delivers results but it often damages important relationships.



● **Purple**
This is where you want to be, assertive but balanced. You can achieve this with proper and open conversation and plenty of practice!

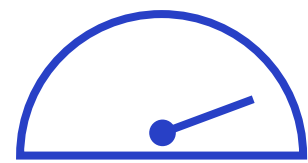
● **Blue**
Unlike Red, this negotiator is completely focussed on satisfying the other party even if this comes at their own cost. You don't have to forfeit your goals to reach an agreement.



Our training makes a difference

We've highlighted just how wide reaching negotiation is, so naturally we've worked with a vast range of businesses, organisations and professionals to master negotiation.

Here are five ways that we currently help individuals and organisations who all have different needs and goals:



Tricky times

It's easy to reduce outgoings by cutting training, but when facing financial difficulty it is never more important to invest in negotiation training.

We can help your teams deliver savings across your bottom line. Improved negotiation skills can also increase sales and help to build on client relationships.



Perfecting project management

Delivering big projects can be daunting, especially if your negotiation experience is not in that area.

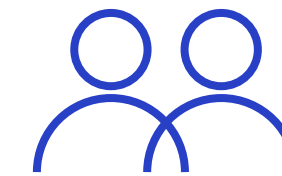
We have helped to deliver bespoke training for teams embarking on large scale projects such as building a new hospital with a PFI (private finance initiative) partner and assisted with large engineering projects where a number of key players and stakeholders were involved.



Skilling up startups

We work with Enterprise start-ups through the GRID (Global research, innovation and discovery) department at Heriot Watt University, Edinburgh. These new business owners are all incredibly intelligent people, experts in their field, but with little actual commercial knowledge.

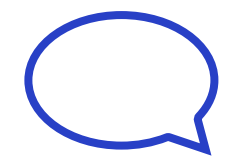
A grounding in negotiation skills helps them start their business without making early mistakes. For example it can help them secure finance to get them off the ground, give them the confidence they need to get the best deal with suppliers and finalise employment contracts.



Small teams matter

You don't have to employ hundreds of people to see the benefit of our training.

We run in-house workshops for as little as 6 people, and offer an exclusive negotiation coaching programme on a 1:1 basis.



Supporting new starts

When a company is going through growth or change, it is important to keep a focus on consistency to support your strategy.

Including our training as part of your induction or change programme can help get everyone delivering effective negotiation skills in their roles both internally and externally with your clients or suppliers.

We have been part of many cohort programmes, for example in the NHS, in the banking and finance sector and with large legal firms.



The Workshop



Our two day flagship Negotiation Skills workshop gives you and your teams everything you need to develop negotiation skills, or build on what you already know and reflect on your practice.

You will:

- ▶ Learn about the four phase approach to negotiation – prepare, debate, propose, bargain
- ▶ See examples of what good negotiation looks like, with plenty of opportunity to practice
- ▶ Refine your negotiation style – remember **Be More Purple**
- ▶ Develop skills to deal with difficult negotiators and avoid dreaded deadlock
- ▶ Grow your confidence – negotiating is great way to feel more sure about your skills
- ▶ Make mistakes and have a laugh – it's all part of the learning

Our training is always:

Delivered by an expert

All of our materials are bespoke, written by Florence herself!

Interactive

Negotiation is a practical skill, so the best way to learn is by doing – we'll work through examples together

Participatory

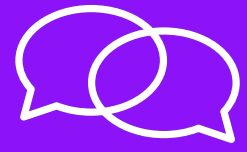
We deliver workshops not 'talkshops'

Relevant to your industry

The examples we work on will be tailored to you and your teams

In house training team?

If you're lucky enough to have in house trainers, Negotiate offers 'Train the Trainer' workshops, and licensing of our bespoke materials – get in touch today!



Workshop Testimonials

"Excellent course, thoroughly enjoyed it, especially the case simulation."

Bernd Shutz
Director of Sales, Braskem Europe

"The structure of the workshops were fantastic, it gave our team new knowledge and skills to be a more impactful seller. A number of our teams are already putting their skills into practice to close the current deals they are working on."

Ben Austin
Senior Sales Training and Enablement Manager, Zandesk

"The workshop provided a fascinating insight into the negotiation style that we currently display, forcing us to consider our approach to negotiation situations."

"Florence highlighted the need for patience in negotiation, a move towards the Purple Zone."

A Light
Naspers

"My team felt the workshop was highly effective, it helped them think about some of the challenges they had in relation to the job and come up with strategies to achieve their outcomes."

David Richardson
Chief Entrepreneurial Executive,
Heriot Watt University



Get in touch

Reach out to Florence today:

☎ Tel: +44 (0)131 445 5163

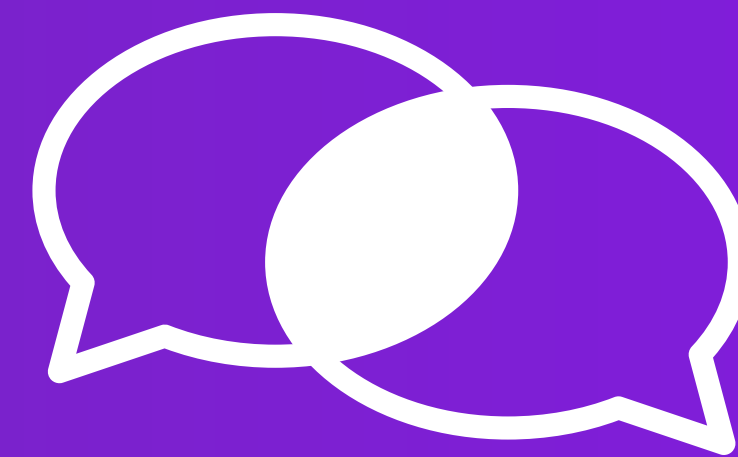
✉ Email: florence@negotiate.co.uk

Although our two day training workshop covers off everything you need to get negotiating, please come to us if you have any specific requests or you would like to receive 1:1 coaching.

Florence is also available to book as a speaker for conferences, events and seminars, with experience in further education including module delivery.

NEGOTIATE

TRAINING



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