

SECRETS OF SUCCESSFUL NEGOTIATIONS™



Every move you make conditions the other party how to negotiate with you. If you bow under pressure, the other party learns to use strong-arm tactics to get what they want. If you speak before you think, the other party learns to flood you with information before a critical deadline.



Great negotiators are deliberate communicators who do not concede under pressure. Instead, they are well-prepared and masterful at turning adversity into agreement.

Negotiations can be complex especially when multiple players with different agendas and ill-defined outcomes jockey for strategic advantage.

Christine McMahon has personally interviewed over 100 top negotiators – people who consistently achieve mutually agreeable outcomes – and in this session, she will reveal the most important strategies and secrets for mastering even the toughest negotiating situations.

Expect to learn how to:

- Prepare for a negotiation so you don't surrender your initiative
- Create common ground to achieve mutually beneficial outcomes
- Give and get concessions like the pro's
- Gain strategic advantage
- Ask questions to reveal underlying interests and critical needs
- Make the right counter-move to common negotiation strategies and tactics
- Break-through an impasse
- Gain strategies for handling tough negotiating situations

Too often, people categorize “negotiating” with the limited process of haggling, debating, or countering to close a deal. Negotiating is much bigger and broader; it's something that we all do every day because it involves how we engage with others to reach agreement that leads to better relationships, clearer understandings and improved agreements.

We offer different options depending upon your immediate need:

- Half-day workshop (4 hours)
- Full-day workshop (7 hours)
- Small team coaching
- Individual coaching
- Conference Keynote presentation
- Conference Breakout session

MEET CHRISTINE MCMAHON

Christine McMahon helps leaders build high performance businesses that empower people up, down and across the organization with the knowledge, strategies and insights to get the right work done, in the right way, on the right timing.

She's a consultant, executive coach, trainer and keynote speaker. Her clients range from Fortune 50 companies to small and mid-tier businesses. Her engagements can include: Strategy. Sales. Leadership. Negotiations. And Presentation Skills.



TESTIMONIALS

"You Rock! Outstanding negotiations presentation. One of the highest rated of the entire conference with more than 200 sessions. Congratulations!"
- **Microsoft**

"From a single negotiation workshop, I paid for my wedding, put a down-payment on my new house and had money left over to invest as a result of using what I learned. Awesome!"
- **emazzanti**

"I learned how to earn more respect from my customers. Excellent session!"
Hewlett-Packard, Canada

"I had been to the Harvard School of negotiation - but still signed up (and had my team sign up) to attend your workshop as I figured i would get value out of it - and I did! My number one take about was - setting the tone at the beginning - too often people bring to much emotion (including me!) which rarely adds value, I now have a better option for starting the negotiation. Thank you!"
- **Husco**

"Streamlined my whole way of thinking about negotiating. I saw my short-comings and now know what to do differently."
- **Snap-on Specialty Tools**

"Finally, I have a process for how to prepare for and engage in a negotiation. I can now better empower my team to build healthy customer relationships. Incredible session. Thank you!"
- **Bemis Manufacturing**

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