

The Negotiation Advantage

Steps to shifting from one-sided conversations to advantageous outcomes

Format: A LIVE or VIRTUAL workshop.

Designed for: Executives, Business Leaders, Entrepreneurs, Business Owners, Sales Teams, and anyone who wants to improve their ability to negotiate.

Overview:

Forget BATNA!

Today's customers are too demanding and trying to reach an *alternative to an agreement* simply is too much work.

It doesn't have to be.

Whether you are dealing with an external customer, or trying to reach agreement with a supplier, you need to know how to negotiate.

Despite what many believe to be true, negotiation isn't about "winning," it's about reaching an agreement that both parties can feel good about.

Balancing strategies with emotional intelligence are the key to creating a negotiation advantage.

In this insightful workshop, Shawn Casemore, sales expert, and author of multiple best-selling books, shares his "Advantage Framework" a method for bridging negotiation gaps and creating outcomes that both parties can feel good about.

Curious on what the Advantage Framework is? You'll have to wait and see.