



SITUATIONAL NEGOTIATION SKILLS™

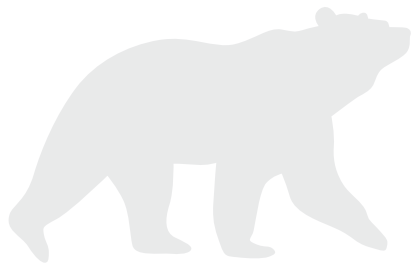
SOLUTION OVERVIEW

Situational Negotiation Skills™ (SNS) is an engaging, high-energy two-day workshop which provides sales professionals with new approaches to increase sales volume, enhance customer relationships, and improve teamwork within your organization. It will help your sales organization fast track to profitable growth through more competitive wins, larger size deals, higher margins, reduced discounts, and shorter sales cycles. Participants develop new skills by working through a series of powerful negotiation simulations which build “gut-level” understanding of the key negotiation principles and behaviors used by top performers.



ABOUT THE WORKSHOP

- 2 days (16 hours total)
- Instructor-led
- Customized for each client
- Groups of 12-24 people
- Delivered on-site and/or virtually



WORKSHOP OBJECTIVES

By the end of SNS, participants understand how to use:

- new approaches for uncovering critical information and the customer’s real needs;
- proven techniques for boosting your confidence as a negotiator, and improving your negotiation results;
- the ability to apply six fundamental Negotiation Principles that will help you plan, anticipate, and conduct negotiations with customers and internal stakeholders more effectively;
- new skills for more effectively asserting company needs and new approaches for utilizing creativity to achieve more profitable negotiation results;
- better strategies for managing the process of making concessions (and avoiding unnecessary “give-aways”) during the negotiation process;
- specific techniques for managing tension in tough interactions, and for using that tension to negotiate better agreements; and
- a systematic process for planning, developing, and executing winning customer negotiation strategies.

METHODOLOGY: THE RED BEAR DIFFERENCE

1



STRATEGIC ALIGNMENT

Through upfront interviews and data gathering, common negotiation challenges and mistakes are identified. Those insights allow RED BEAR to tailor its solutions to address the specific needs of each client.

2



EXPERIENTIAL LEARNING

Participants engage in highly interactive experiences to discover and learn key negotiation skills, and then practice those skills to develop the competence and confidence to use them immediately in real-world situations.

3



COACHING & REINFORCEMENT

Following each workshop, RED BEAR provides clients with comprehensive coaching and reinforcement solutions to ensure profitable negotiation strategies and behaviors are utilized back on the job.

4



MEASUREMENT

A post-workshop study is conducted to track skill adoption and its impact on bottom-line business results to truly measure ROI. Detailed reports are provided which include actionable insights on areas of strength/improvement.

RED BEAR
NEGOTIATION CO.



RED BEAR BY THE NUMBERS

10+ years
in business

Worked with
45% of
Fortune 500

150k+
professionals
trained

Communication
in **14 languages**

Delivered
workshops on
6 continents

10x ROI
guaranteed

Become a World-Class Negotiator Today.
Contact Us to Learn More.

CONTACT US TODAY

ABOUT RED BEAR NEGOTIATION

RED BEAR transforms people, teams, and organizations into world-class negotiators. Trusted, forward-thinking companies around the world, across every industry, from the Fortune 500 to high-growth start-ups rely on RED BEAR's proprietary negotiation training to accelerate revenue/margin growth, reduce costs, drive greater internal alignment, improve cross-cultural expertise, and support achievement of other critical corporate goals. RED BEAR's training courses and expertise lie in sales negotiation, procurement negotiation, and cross-cultural negotiation. For more information, visit www.redbearnegotiation.com.