

the **marketors**

NEGOTIATION
MASTERY

Tools for the 21st Century Negotiator



Overview

We specialise in teaching people to become great negotiators and we believe our courses are up there with the best in the world. Our core programme is a bronze-silver-gold modular course, taking the delegate from an introduction level all the way through to mastery. Of course, we run bespoke courses too and we'd love to talk to you about your specific needs and how we can help.



Benefits

Our training draws on many fields. We use the Harvard model as well as many other commonly used negotiation techniques. We also take many findings from the worlds of psychology, NLP, game theory, neuroscience, decision theory, body language and elsewhere, to bring a cutting edge advantage to your skills.

Certifications

- ✓ Bronze Certification – 2 Day
- ✓ Silver Certification – 2 Day
- ✓ Gold Certification – 2 - Day
- ✓ Foundation -Mastery Programme 4-Day
- ✓ Bespoke Programmes -1-5 days



Who should attend ?

Our programmes would suit any sales person, account director, manager or leader who negotiates regularly in their role, including those responsible for influencing inside and outside their organisation.

**Negotiation
Mastery**
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Learn how to influence, persuade and create valuable negotiations



Workshop Overview

The two-day workshop will teach you the art of win-win. Studies repeatedly show that win-win is the most effective way to negotiate and will create the best results for you from any negotiation. Furthermore, it leads to much better long-term relationships which will continue to develop greater value for everyone. Even for selfish reasons, win-win is the best approach.



Benefits

The workshop reflects our values. Participants will learn first and foremost about getting the best results in any negotiation they find themselves in. We will cover the four guiding principles, 6 step method to a strong win, how to deal with difficult personalities and delegates will leave with their own personal negotiation plan.

Outcomes & Content

- | | | |
|-----------------------------------|-------------------------------------|--|
| ✓ Learn the 4 guiding principles | ✓ The Harvard Principle | ✓ Dealing with difficult personalities |
| ✓ 6 step method to strong win-win | ✓ Moving the other party to win-win | ✓ Countering dirty tricks |
| ✓ The negotiators magic wand | ✓ 3 steps to win-win | ✓ Closing successfully |
| ✓ Establishing rapport | ✓ Dealing with deadlock | ✓ Being your best self |
| ✓ Disruptive Negotiation | ✓ The power of conditional Language | ✓ Personal Negotiation plan |



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Manage the most complex negotiations



Workshop Overview

In a negotiation, we believe win-win is the best approach. But we also believe that this only works if the other party is willing to play win-win as well. As such, strength is important too, so that the other party does not try to take advantage of you. This workshop deals with maximising power and countering, trading and concessions, and mind reading. By the end of the workshop you will be equipped to manage the most complex of negotiations.



Benefits

The workshop is fun and is highly interactive, 75% of the time is spent in activities or actual negotiations. And they are ethical, too – we will not teach you any sneaky dirty tricks! We will, though, definitely teach you how to defend yourself against them and, even better, pre-empt them so the situation never occurs in the first place.



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Outcomes & Content

- | | | |
|---|-------------------|--------------------------|
| ✓ Review 4 guiding principles and 6 steps | ✓ Maximise power | ✓ Trading & Concessions |
| ✓ Strong win-win methodology | ✓ Getting past no | ✓ The winners curse |
| ✓ Negotiating backwards | ✓ Deal Making | ✓ Listening Deeply |
| ✓ Managing complex negotiations | ✓ Creativity | ✓ Mind Reading |
| ✓ Understanding the nature of power | ✓ Problem Solving | ✓ Advance Rapport Skills |



Devise and develop your negotiation strategies



Workshop Overview

Negotiations can be tricky, can't they? You find yourself in a situation where your back is against the wall, emotions are running high and you've really got to think on your feet under pressure. But they don't have to be like that. When you have mastered negotiations and are equipped with the right tools and techniques they can be a lot easier, In fact, negotiations will not even seem like negotiations at all, they just seem like a nice chat and everyone goes away happy with the deal! Win-Win.



Benefits

In this powerful two-day gold level negotiation programme, you will learn the most effective methods for achieving your negotiation strategies and goals through instruction, practice, and role-play sessions which anchor your learning for on-the-job successes. Delegates will learn how to overcome win-lose tactics used by others and expand the ability to deal with and defuse difficult conversations and conflict and control the agenda.

Outcomes & Content

- | | | |
|--|------------------------------------|-------------------------|
| ✓ Review Bronze/Silver Points | ✓ Controlling the real of the deal | ✓ Mental Rehearsal |
| ✓ Win-Win Fanatic | ✓ The power of framing | ✓ Detecting Deceit |
| ✓ Be your own Mediator | ✓ Group Dynamics | ✓ Science of persuasion |
| ✓ Wolf School | ✓ Controlling the agenda | ✓ Pains to Gains |
| ✓ Build a compelling frame to persuade | ✓ Thinking on your feet | ✓ Personal Power |



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Foundations to Mastery programme



Workshop Overview

We are negotiating all the time. Whether with clients or suppliers, competitors or colleagues, it is all negotiation and the success of our business depends on the success of our negotiations. This highly interactive mastery programme takes the delegate on a negotiation journey from fundamentals to mastery, giving them step-by-step structures to help them get the best result even with the toughest of negotiators and the most difficult of situations.



Benefits

Throughout the four-day programme there are many exercises and roleplays in which the delegate builds their negotiation muscle and understands how to apply the frameworks in their own real-life contexts. Participants will learn how to get a brilliant deal, build great relationships, and achieve goals, both professionally and personally. They also take many findings from the worlds of psychology, NLP, game theory, neuroscience, decision theory, body language and elsewhere, to bring a cutting edge advantage to their negotiations and achieve mastery status.

Outcomes & Content

- ✓ Strong win-win methodology
- ✓ The 6-steps to mastery
- ✓ Staying cool under pressure
- ✓ Conversational hypnosis
- ✓ Dealing with surprises
- ✓ Negotiation with aliens
- ✓ Being tough with the toughest
- ✓ Turning tigers into pussycats
- ✓ Creating massive extra value
- ✓ Landing the impossible deal
- ✓ A framework for wisdom
- ✓ Worse case scenarios
- ✓ Being Charismatic
- ✓ Loving the pressure & challenge
- ✓ Advance mind reading



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Our programmes would suit any sales person, account director, manager or leader who negotiates regularly in their role, including those responsible for influencing inside and outside their organisation.





Simon

Simon is a world-leading expert in the field of negotiation and influence, having written a number of successful books on the subject. He has spent 20 years working in the field, across more than 25 countries. He has worked with some of the biggest and most successful businesses in the world and has taught at several leading universities, including the Said Business School, Oxford University, Imperial College and the Royal College of Art.



Experience

Simon de-mystifies the negotiation process by teaching step-by-step frameworks for win-win outcomes that work even if the other person is not a win-win player and even if the wins seem mutually exclusive. And these negotiations can be in any context - legal, purchasing, sales and even internal collaboration. Simons second book, 'The Leader's Guide to Negotiation' was published in April 2016 by The Financial Times. His list of clients include: Slaughter and May, Latham and Watkins, Farrers, HM British Army, Nike, PepsiCo, Lloyds of London, Dresdner Kleinwort, Credit Agricole, CapGemini, Accenture, Roche Pharmaceutical, Daily Telegraph, Panasonic and many others



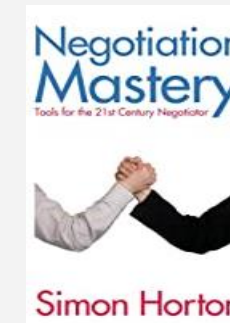
Market Sector Focus

- FMCG
- Legal
- Financial Services
- Pharma
- Professional Services



Areas of Expertise

- ✓ Negotiation
- ✓ NLP
- ✓ Public Speaking
- ✓ Influencing Skills
- ✓ Collaboration
- ✓ Executive Coaching
- ✓ Leadership
- ✓ Personal Development
- ✓ Learning & Development
- ✓ Emotional Intelligence



DELIVERY METHODOLOGY

The COVID-19 pandemic has resulted in widespread adoption of technology to deliver learning remotely via an array of digital platforms. As a result, as well as face-to-face our training can be developed and delivered to accommodate the business needs.

Research suggests that online learning has been shown to increase retention of information.

- ✓ Increased Inclusivity
- ✓ Improved Accessibility
- ✓ Flexibility
- ✓ Customisable
- ✓ Face-to-face environment
- ✓ Immediate feedback on learning



ABOUT US

The Marketors are a training and consultancy provider with a global network of thought leaders, trainers and subject matter experts.

Our vision is to revolutionise the way in which marketing, communications and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business objectives.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses



Training Teams, Worldwide

Our global network of trainers, consultants and subject matter experts
delivering transformational training worldwide



WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in sales, communications and marketing to support and drive their business strategy.
- Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation.
- We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.

OUR APPROACH





the marketors

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