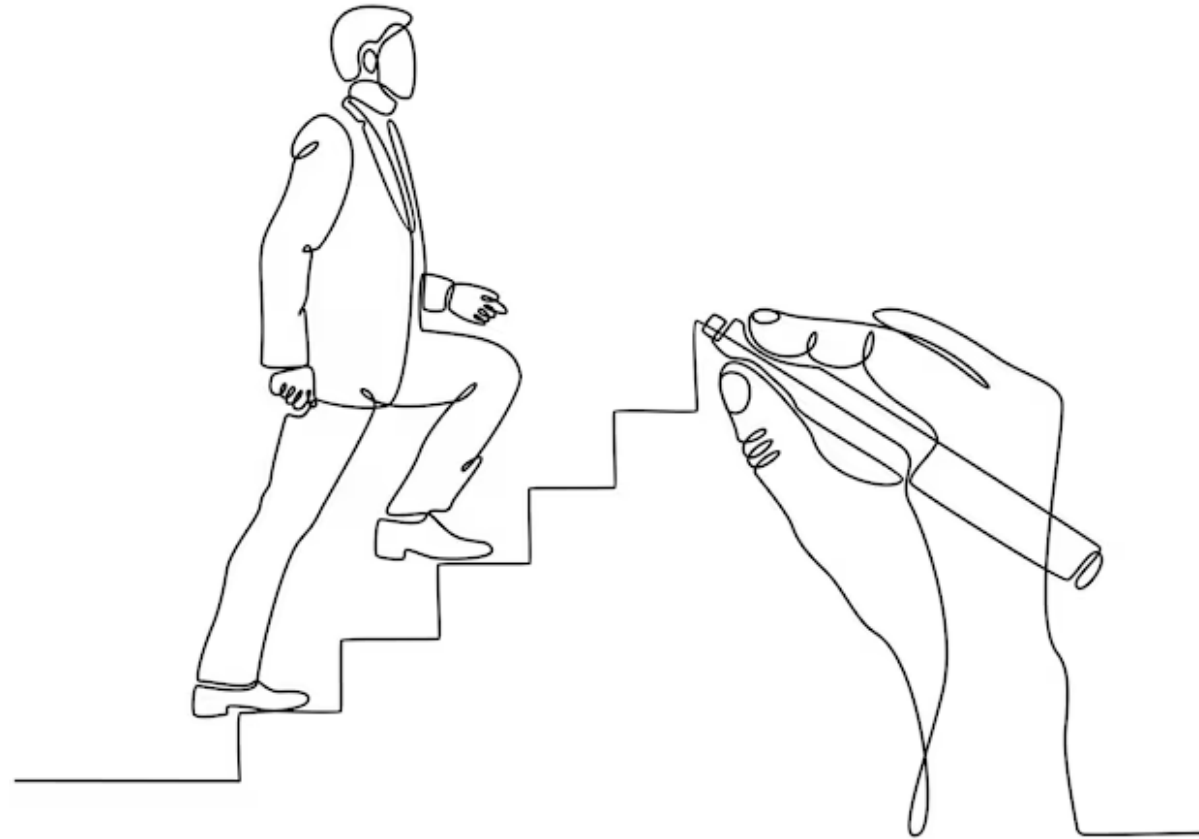




BETTER
NEGOTIATING BETTER



Creating **better negotiators**
Who deliver **better bottom-lines**

Methodology &
Products



Contents



About Negotiating Better



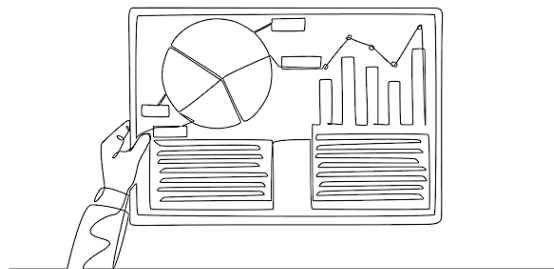
The Better Process



Our workshops & embedding support



Fees





Who We Are

Delivering **better bottom lines** for businesses by creating **better negotiators**

Why

In the average year, the average commercial negotiator - either buying or selling - will negotiate deals worth **millions or hundreds of millions in value**, and most have no formal training in the art of negotiation.

If commercial negotiators are not effective negotiators, they run the risk of not **maximising the potential** of their deals or worse, being exploited.

Improving the **bottom-line profitability of any business** can be achieved quickly and cost effectively, by improving the effectiveness of its commercial negotiators.

What

Negotiating Better is a **dedicated negotiation training agency**. We regard negotiation as a key competency for commercial negotiators, so we focus entirely on building better workshops that create better negotiators.

After spending many years working as commercial negotiators and working with training agencies delivering negotiation workshops, we concluded that we could build **better workshops** than those available in the market.

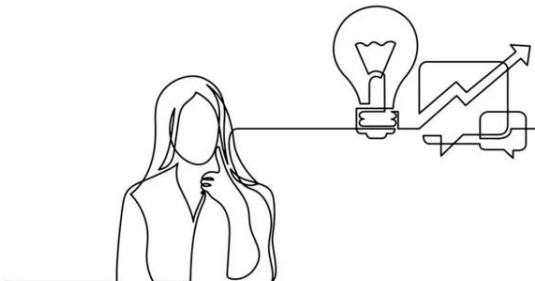
Because our workshops are better, they deliver better **bottom-lines for our clients**.

How

At Negotiating Better we've learnt from experience that the negotiation **landscape changes fast**, and our clients all work in **unique environments**. One size does not fit all, instead we must flex to fit our clients needs.

We've also learnt that the quality of learning is only ever as good as it's delivery. So, we only enlist truly **talented tutors with genuine lifelong experience**, who can deliver better workshops.

Lastly, we keep our business lean, meaning we can offer **better fees**.





What we do Better

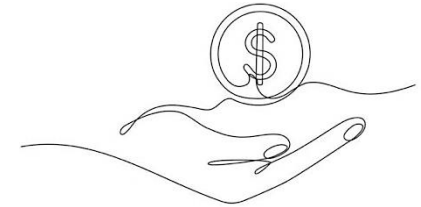
We deliver better
negotiation **training**
and embedding



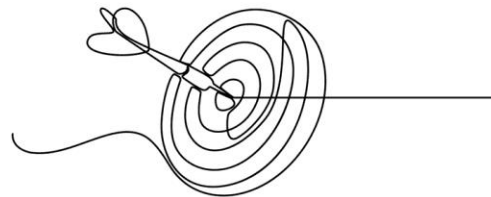
Which creates
better **commercial**
negotiators



Who delivering
better **commercial**
outcomes



And we **guarantee**
10x ROI within the
first twelve months





A Better Process

Listening

We really listen to our clients to really understand their needs

Delivery

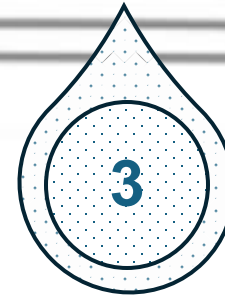
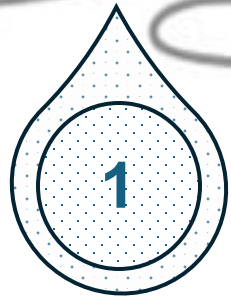
We deliver insightful, engaging and inspiring workshops that create better negotiators

Designing

We offer appropriate solution and mould our workshop content to suits those needs

Embedding

We work with participants to embed the learnings into everything they do





A Better Learning Journey

The Landscape

Learn about all **differing types** of negotiations that exist



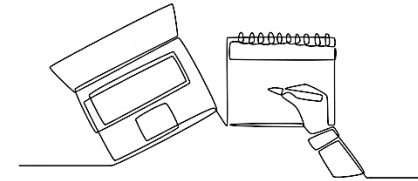
Their Mind

Understand **the mind** of the other party and what they can really offer



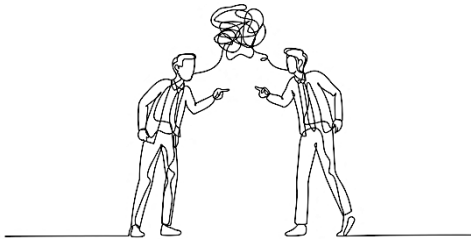
Preparation

Learn how to **plan, prepare** and **execute** negotiation



The Behaviours

Recognise **the appropriate behaviour** for the different environments



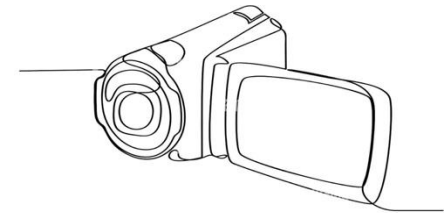
Self Control

Manage our **own feeling** and how we subconsciously communicate



Evaluation

Evaluated in action, in real time, in a **safe environment**





Better Facilitators

The quality of learning is **only as good** as on the quality of its delivery

Engaging

"Our facilitator was amazing, his knowledge and storytelling kept the workshop moving, and his ability to control the room and keep us on the edge of our seats was exceptional! A genuinely good guy too" - Ben Higgison, Coca Cola E.P

knowledgeable

"I thought the instructor was genuinely excellent. Great knowledge and great way of sharing his knowledge." - Jarrod Adem, Boston Scientific

Rounded

"Our facilitator was fantastic, engaging and very appropriate in running this workshop. I appreciate his efforts, style and application, and how it shaped my learning over the past few days" - Jordan Myers, Opella

Encouraging

"Our facilitator was a fantastic tutor, he made the environment challenging (as it should be,) but also fun and happy and continually reiterated that it was a safe space and we were all there to make mistakes and learn from them." - Andrew Simonovski, Bega

Passionate

"Our facilitator was absolutely phenomenal, he was passionate about our learning" - Ozzie Lumpkin, Pepsico

Polished

"Our facilitator was a skilled and engaging presenter who delivered the course with great professionalism." - Amanda Gaudion, Bega

Patient

"The instructor was great, he took his time to make sure we all understood the content before moving on, and gave very constructive feedback" - Gemma Eyes, H&H

Relevant

"Our facilitator delivered the content in a way that was highly relevant and easily understood. A huge thumbs up!" - Matthew Strong, Stuart Alexander

Better

"Our facilitator was excellent – seriously one of the best facilitators I've come across in my 28+ years in the industry.." - Colin Martin, Pharmacare





Better Workshops

Gold



Silver



Bronze





Gold – 3 Day Workshop



Overview

The Better Gold workshop is the global epitome of negotiation mastery.

Through a blend of advanced psychological exploration, engaging insights and immersive role play sessions it delivers a life changing learning experience

Participants leave with a robust set of skills that will deliver better commercial outcomes throughout their careers, no matter the level at which they negotiate.

Inclusions

- ✓ 3 fully immersive days
- ✓ 8 participants for maximum tutorial focus
- ✓ Lead by a talented orator and skilled negotiator
- ✓ Advanced skills and behavioural tutorials
- ✓ Introduction to the Celsius model, for determining appropriate behaviour
- ✓ Video role play and analysis sessions
- ✓ Access to instruction on a planning tools platform and process
- ✓ Personal profiling and feedback session
- ✓ Full day follow up embedding session one month post workshop. transferring the learnings into commercial realities
- ✓ Unlimited 1-1 30min coaching session, for 6 months post workshop

Description

Participants are taken on an emotional roller coaster, where they find themselves looking in a mirror, exposing their weaknesses, strengths and growth opportunities.

They learn the importance of being in control of the situation, of the other party, and most importantly, of themselves.

The landscape of negotiation is categorised for them, so they can identify the appropriate behaviours to adopt in any given scenario

They learn the importance of planning, given tools to do so, and learn how to structure their preparations

They critique themselves in action through video reviews where uniquely, they get to see themselves through other people's eyes.

As a group everyone learns from every mistake and they practice modifying their behaviours appropriately.

The Follow Up

The learnings only deliver better commercial outcomes when deployed into their commercial worlds. One month post workshop, the group attend a full day remote session, embedding the learnings into live negotiations.

For six months post workshop, participants can book unlimited 1-1 30min sessions with their facilitator, to work through live negotiations.

It's for you if...

- ✓ Your job role includes buying or selling products or services, and you want to be better at it
- ✓ You seek powerful, functional learnings that will deliver better outcomes in all aspects of life
- ✓ You want best in class tuition from a better facilitator than the global consultancy firms can offer
- ✓ You want to better understand yourself, and others





Silver – 2 Day Workshop



Overview

The Better Silver workshop offers a comprehensive negotiation skills learning experience, leaving participants with the knowledge and tools necessary to tackle all simple, and moderately complex deals.

Through a combination of engaging tuition sessions and immersive role play and review sessions, they'll learn how to differentiate differing negotiation spheres, adopt the appropriate behaviours, and maintain self control when faced with conflict.

Inclusions

- ✓ 2 fully immersive days
- ✓ 12 participants
- ✓ Led by a talented orator and skilled negotiator
- ✓ Behavioural tutorials
- ✓ Introduction to the Celsius model for determining appropriate behaviour
- ✓ Video role play and analysis sessions
- ✓ Access to instruction on a planning tools platform and process
- ✓ Personal profiling and feedback session
- ✓ Full day follow up embedding session one month post workshop. transferring the learnings into commercial realities

Description

Participants are taken on a journey of discovery into themselves, their counterparties, their default behaviours, the differing type of negotiations they might encounter, and what that all means when approaching a deal.

They'll test themselves against the group and uncover valuable insights into the way they and others performed.

They'll be led through Insightful tutorial sessions, uncovering fundamental truths about how humans assign value, expectations, and assess success in negotiations

They'll put their new skills into practice in life-like mock negotiations and in a safe space where mistakes are encouraged, the group will learn which behaviours are of benefit to them and which are not.

Finally, they'll engage in a profiling session with the help of their peers uncovering deep insights into their strengths and development opportunities.

The Follow Up

The learnings only deliver better commercial outcomes when deployed into their commercial worlds. One month post workshop, the group attend a full day remote session, embedding the learnings into live negotiations.

It's for you if...

- ✓ Your job role includes buying or selling products or services, and you want to be better at it
- ✓ You seek powerful, functional learning that will deliver better outcomes in all aspects of life
- ✓ You want best in class tuition from a better facilitator than the global consultancy firms can offer
- ✓ You want to better understand yourself, and others
- ✓ The negotiations you embark on are not extremely complex, but are of moderate to high value





Bronze— 1 Day Workshop



Overview

The Better Bronze workshop is a short sharp masterclass in the art of negotiations, designed for those who conduct simple to moderately complex negotiation of low to moderate value.

In one day, participants will learn the basic differences between negotiation types, explore their own capabilities, be led through short insights tutorials, and practice and critique their new skills in mock negotiations scenarios.

Inclusions

- ✓ 1 fully immersive day
- ✓ 12 participants
- ✓ Led by a talented orator and skilled negotiator
- ✓ Behavioural tutorials
- ✓ Introduction to basic negotiation type assessments.
- ✓ Video role play and analysis sessions
- ✓ Personal profiling and feedback session

Description

Participants pitch their skills against the group, uncovering rich insights into their own, and other people's subliminal communications and tells.

Through demonstrative input sessions they learn how to capture and create value, and when each are appropriate or risky.

Mock role play sessions offer the opportunity to put learnings into practice, review one's own performance from a new vantage point and modify behaviours accordingly

They'll learn self control and observation techniques, leading them to better hypothesise their counterparties moves.

In a safe space they'll form a personal profile with the help of their peers, giving them clear direction into future self development.

The Follow Up

For three months post workshop, participants can book unlimited 1-1 30min sessions with their facilitator, to work through live negotiations.

It's for you if...

- ✓ Your job role includes buying or selling products or services, and you want to be better at it
- ✓ You seek an introduction to the basic of negotiation strategy
- ✓ You want best in class tuition from a better facilitator than the global consultancy firms can offer
- ✓ You want to better understand yourself as a negotiator, and your development opportunities
- ✓ The negotiations you embark on are not extremely complex, and are of low to moderate value





Train The Trainer

Reduce reliance on external agencies, by building internal training capabilities

Why

Relying on external training providers over the long term can become costly, and if those providers are not consistent, the organisation can not develop a uniform negotiation language.

By creating internal training capabilities, through the development of internal 'negotiation mentors,' organisations can add negotiation training to their induction and progression processes.

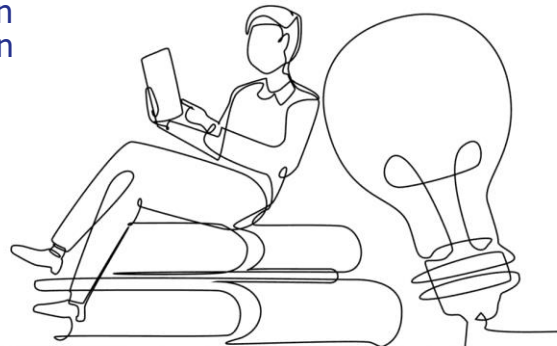
This ensures a common negotiation language is used throughout the business, leading to better negotiation planning, coordination, collaboration and outcomes.

How

At Better we encourage our larger clients to become less reliant on us, by engaging our train the trainer programme.

Negotiation mentors are selected across business units or regions, they complete a Better Gold workshop, and then they complete a mentor training process, furnishing them with the knowledge needed to train and mentor their colleagues moving forward.

Better then provides light touch consultancy to the mentors and those that follow them, ensuring the quality of the learning and the consistency of the negotiation language, throughout the organisation.





Better Fees

Better offers both "open" workshops, where individuals or small teams can book seats, and "in-house" workshops, for larger organisations. The longer we have participants, the better negotiators we can build



Open Seat	AU\$5,375
In-house	AU\$41,250



Open Seat	AU\$2,825
In-house	AU\$29,850



Open Seat	AU\$1,825
In-house	AU\$19,450

Better Fees include all venue cost. We highly recommend that workshops be held off-site to encourage better focus. However, in-house workshops can be run in offices to reduce costs, if appropriate facilities are available.

