

## FEBRUARY 20 | 15h00

Faculty of Economics | UAlg | Gambelas Campus | Building 9 | Auditorium (floor -1)

# NEGOTIATING THE DEAL



### Key speaker:

Kerry Johnson, MBA, Ph.D.

### About the Presenter:

Kerry Johnson is an International Speaker and best-selling author of 9 books including, "New Mindset-New Results", "Mastering the Game", and "Peak Performance: How to Increase Your Business By 80% in 8 weeks."

### Contents:

When people try to negotiate, what will they settle for? Is money the most important thing in a negotiation? How can you let the other side win, while still preserving a profit? How can you make a deal when the other side wants to pay less than you ask? These are just some of the questions that "Negotiating the Deal" answers. Bill Gates of Microsoft made \$2 million an hour whenever he negotiated. Talent agent Michael Ovitz earned \$78 million from Disney after only an hour of negotiation. No business skill will make you more money more quickly than knowing how to negotiate. Yet most business people have never had a course on negotiation. They instead "give away the store" while getting very little in return. This program will show you how to negotiate a win-win in every deal.

Few people accept an initial price. More and more are asking for something extra. Sometimes they want a lower price. Often they just want to know they are getting a good deal. It's up to you to make every deal successful. It's not what you know that makes you money; it's what you negotiate.

What you will learn:

- 1) How to stop the other side from nibbling your profit away.
- 2) How to handle the person who has no authority to decide.
- 3) How to position your offer for easy acceptance.
- 4) How to handle difficult people.
- 5) How to handle an impasse.
- 6) How to find out what the other side will settle for.
- 7) How to downplay the importance of money.

ORGANIZATION: