



MASTERFUL NEGOTIATIONS: STRATEGIES AND
TECHNIQUES NEEDED TO ACHIEVE WIN/WIN
with Ruth Shlossman
Thursday, January 30, 2020

\$475 (US) per person

VIRTUAL SESSION (3-HOUR)

MASTERFUL NEGOTIATIONS: STRATEGIES AND TECHNIQUES NEEDED TO ACHIEVE WIN/WIN

This highly informative fast-paced workshop based on the latest research as well as 25 years of negotiating experience takes the mystery out of negotiating. Ms. Shlossman introduces a series of simple, easy-to-implement strategies that will have a big impact on your negotiation outcomes, leading to negotiation mastery. You will learn the Negotiate Smart strategies for (a) effectively setting the stage for win-win outcomes; (b) creating and utilizing leverage to achieve your negotiation goals; (c) finding creative and assertive ways to change their "no" into a "yes"; (d) managing concessions while developing trust and maintaining good rapport; (e) dealing with hard-ball negotiators; and (f) using the emotional side of negotiating to work for you and not against you.

RUTH SHLOSSMAN

MS. RUTH SHLOSSMAN is the Founder and Senior Negotiation Consultant at Castle Negotiations Consulting Group. With over 26 years of experience in the field of negotiation training and research, she has helped thousands of people learn the strategies necessary to become master negotiators. Companies that have been yielding greater negotiation outcomes following her training include: NASA, Chrysler, US Army, Novo Nordisk, Philips, DTCC, 3M, United Copper, Gillette, ArcelorMittal, BCD Travel, Accenture, and many more. Ms. Shlossman is known for taking the mystery out of negotiating, and demonstrating how easy and surprisingly fun it can be. She works with every level of negotiator, from neophytes to senior executives, teaching practical steps to negotiating everything from scope issues to multi-million dollar mergers. Her seminars are humorous, highly interactive and fast paced, with a mixture of lectures and practice cases. Ms. Shlossman is a graduate of the University of Florida, and holds a Masters Degree from Harvard University.

TOPICS COVERED

THE ROADMAP FOR CONSISTENTLY SUCCESSFUL NEGOTIATION
OUTCOMES

ESSENTIAL NEGOTIATE-SMART STRATEGIES TO STAY AHEAD OF THE
GAME

DEALING WITH HARD-BALL NEGOTIATORS

MANAGING THE EMOTIONAL SIDE OF NEGOTIATING

SECRETS AND TIPS THAT MASTER NEGOTIATORS USE

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