

Spend just one fast-paced day with us, and master the skills of successful bargaining and negotiating!

How to Bargain & Negotiate with Vendors and Suppliers

**Tools, tactics, and techniques to get the terms,
prices, and conditions you want**

A One-Day Seminar

Enroll Today!



Call toll-free!
1-800-556-2998



Fax to
913-967-8842



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www.pryor.com



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Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO 64121-9468

If you deal with vendors and suppliers on a routine basis, you know how hard it is to negotiate agreements that allow everyone (and especially you!) to walk away satisfied. This essential course will give you the upper hand at the bargaining table and provide you with the right tools for getting lower prices, quicker delivery, higher quality, and better service.

Here's just some of what you'll learn ...

- How to tell when it's time to back down and compromise, and when it's best to keep the pressure on
- When the price isn't negotiable — how to still come out ahead of the game
- What you as a buyer need to know about your seller's goals and positioning
- How to respond when the seller says, "That's my best offer ... take it or leave it!"
- What to do when you're hit with "buyer's remorse"
- When no one's budging — how to break a deadlock and move on
- How to ensure *both* sides leave the bargaining table happy

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**From Bargaining Basics
to Advanced Techniques,
This Workshop
Covers it All!**

If you're frustrated by negotiations that constantly result in less-than-satisfactory outcomes, sign up for this workshop today! Its fast-paced format focuses on helping participants to absorb and retain more information in less time. In just one day of training, you'll master dozens of exciting new strategies, savvy solutions, and proven-to-work techniques for negotiating to win! From improving relationships with vendors and earning their respect to recognizing bluffs, dealing with underhanded tactics, "toughening up" your bargaining persona, and so much more, you'll gain an amazing new repertoire of skills — plus the confidence and self-assurance to put them into action.

Power-Bargain Your Way to Super Success!

Are you responsible for purchasing supplies, products, or services for your organization? Do you deal with vendors and suppliers on a regular basis? Are you concerned about getting the best deals possible for your company ... and wish you had more "bargaining savvy" when the cards are laid on the table and the going gets tough?

Even if you don't necessarily drive a hard bargain, you *can* develop the skills, tools, and techniques it takes to become a negotiator to reckon with.

While some people may be "born negotiators" who relish the entire process and love wheeling and dealing, others (like you, perhaps?) experience anxiety and stress at the bargaining table. Whether you're negotiating a major deal for new office equipment, choosing a print shop that can get your job done within your budget and your time constraints, or hammering out new terms and a contract with one of your long-time suppliers, you'll get it all done more easily, swiftly, and positively with what you'll learn here.

This workshop will provide a wealth of powerful new skills, fascinating insights, and proven-to-work techniques — all geared toward helping you come out of every bargaining session on top. In just one intensive day of training, gain an extraordinary arsenal of bargaining skills to help you:

- **Break deadlocks and move ahead, without upsetting or alienating the other party**
- **Master the "rules of persuasion" and help your opponent see things your way**
- **Perfect the art of the "win-win" or collaboration outcome**
- **Discover how different personalities use different negotiation styles**
- **Learn to spot tactics your vendors use to put you on the defensive**
- **Come across as more assertive, without being seen as an aggressor**
- **And so much more!**

Bargaining and negotiation skills are critical in many areas of business, and absolutely essential if you purchase goods and services. Call now to reserve your seat, and discover how easy it is to become a more successful buyer!

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Get More of What You Want, More of the Time ...

This course isn't just lecture and theory ... instead, it's packed with hands-on exercises, lively discussion, and real-world negotiation case studies that let you practice your new skills under the watchful eye of your expert trainer. You'll learn to map out strategies, develop a bargaining plan, and come to the table prepared to play — and win. You'll learn how to read your opponents' unspoken body language, “get inside their heads,” and decipher clues to help you gauge their next moves. You'll learn to use your own nonverbal behavior to your best advantage, and master persuasion techniques that guide others toward your way of thinking.

You'll find out how to continue the dialogue when your opponent declares an offer final, and learn how to negotiate for a host of other options when the seller can't — or won't — budge on price. You'll discover how to negotiate based on cost analysis and how to counter with creative alternatives when the seller comes to you with a price increase.

Bargaining is a part of the business world, and it's up to you to get the best deals for your company — whether those deals include lower pricing, extended service contracts, faster service, additional training programs, volume discounts, longer warranties, or price protection.

The skills you'll master in this workshop will help you strengthen your relationships with key vendors and negotiate successfully with other suppliers to reach the outcomes you're hoping for. You'll find that negotiation is less stressful and less of a hassle than it ever was before. In fact, you'll even start to look forward to the challenge, once you're armed with the practical bargaining skills, proven techniques, and insider tricks you'll learn here!

Our programs feature the latest in adult learning techniques and trainers who are knowledgeable, entertaining, and well-versed in the topics they teach. In other words, your trainer for this course is an expert in bargaining tactics and negotiation and has used these skills in real-world situations to bargain for success.

Your Tuition Includes a Comprehensive Buyer's Guide to Bargaining and Negotiating

To make sure everything you learn goes home with you, you'll receive an all-inclusive workbook that covers everything you learned in the workshop, and then some! Packed with charts, graphs, sample terms and conditions, and more, this workbook is all you need to solidify your bargaining skills with your suppliers and vendors. You'll use it to plan and strategize, spark your memory about specific negotiation techniques, share ideas with other members of the team or department, and reference tons of critical information instantly!

How to Bargain & Negoti

Negotiation 101 — Bargaining Basics You Shouldn't Be Without

- Common myths and beliefs about negotiation — you'll be surprised at what you don't know!
- "Solving the problem" and "maintaining the relationship" — the 2 main directives of any negotiation
- The 5 classic negotiation approaches:
 - Defeat (I win/you lose)
 - Accommodate (I lose/you win)
 - Withdraw
 - Win-Win or Collaborate
 - Compromise
- Understanding the 5-step cycle of negotiation and how it affects your outcome

Preparing to Succeed — Devise a Plan, Develop Your Strategies, and Play to Win!

- How to choose the bargaining approach that's best for your situation
- Creating a supportive climate that sets both parties at ease
- 2 things that are required for a win-win to take place
- Situations in which compromise may be your best bet
- The differences between an RFP and an RFQ — and how to use these in your bargaining efforts
- Alternative sourcing — how to use this buyer's weapon to your advantage without shutting down negotiations
- Is international sourcing for you? Here's a look at the pros and cons
- 4 different bargaining personalities and how to handle them when you're negotiating face to face, by telephone, and through e-mail
- Cultural differences you must be aware of when negotiating with diverse parties
- BATNA: What it is, and why it's absolutely critical to your buying strategy
- How to use the Law of Prominence to forecast the seller's position
- Using scripts, timing, and nonverbal behavior to obtain your "aspiration price"

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ate with Vendors and Suppliers Workshop Agenda

It's Your Move — How to Strengthen Your Position and Stay in Control

- The “flinch” and the “poker face” — how to use these 2 powerful nonverbal clues to your best advantage
- Your next move when the seller says, “That’s my best offer ... take it or leave it!”
- When the seller can’t — or won’t — budge on price: Here’s a valuable checklist of things you can and should negotiate on
- Why you should insist on a face-to-face meeting when a seller contacts you with word of a price increase
- Creative bargaining alternatives: how to respond when a price increase is inevitable
- A simple way to figure cost analysis
- Why you should base your negotiations on cost analysis, not price
- Commodities and services that are best for price negotiation
- Making negotiation a team effort — preparation, strategies, and key issues to remember when negotiating with a team

Use These Tools and Techniques to Gain the Upper Hand and Come Out a Winner!

- When you can’t meet in person: tools, techniques, and methods for negotiating electronically
- How to probe for information — without sending up any red flags to your opponent
- Learning to “listen between the lines” and quietly build your case
- What motivates sellers? What are they really thinking? Insider information to help you understand “what’s inside their heads” and use it to your advantage!
- Tips for coming on powerfully and assertively without being seen as an aggressor
- The truth about concessions: how to demand them, how to accept them, and how to make them seem like a “really big deal”
- When talks fall apart and negotiations are at a standstill — here’s how to break deadlocks and move forward
- Increasing your “powers of persuasion” and guiding your opponent to your way of thinking
- Negotiating the contract: Don’t get tangled up in the fine print
- Essential terms and conditions you’ll want to include on every contract
- “Buyer’s remorse” — what it is, why it happens, and what to do when it suddenly affects you

Is This Workshop for You?

Absolutely, if you...

- Dread the haggling and mind games that go hand in hand with negotiation
- Have the basics of bargaining down pat, but would like to master the finer points of negotiation and boost your skills to an even higher level
- Often feel as if you get “the short end of the stick” when it comes to negotiation, but you aren’t sure why
- Come away from the bargaining table thinking of all the things you *should* have said
- Have trouble thinking and reacting quickly enough when you feel “under pressure” from the other party
- Tend to just give in, rather than get involved in possible conflicts and confrontations

Never back down from a deal or sacrifice quality or service again! This course is packed with up-to-the-minute information, advice, suggestions, and strategies to give you more bargaining power than you’ve ever wielded before. You’ll be amazed at how effective your new negotiation techniques are, as you get more of what you want, when you want it!

This course is a must-attend for purchasing managers, office managers, buyers, senior buyers, contractors, contract administrators, and anyone looking to improve their bargaining and negotiating skills.

17 Ways This Course Will Make You a More Powerful Negotiator, Guaranteed!

1. You’ll gain new confidence in your abilities to convince and persuade others, while coming across as more assertive and self-assured
2. You’ll know exactly how to proceed when the seller puts the final offer on the table — and you aren’t happy with it
3. You’ll find out how to stop giving in too soon, settling for less, and sabotaging your bargaining success
4. You’ll master the fine art of building rapport with your opponent
5. You’ll discover preparation techniques that will make your time spent negotiating much more productive and positive
6. You’ll learn to assess your situation and choose your bargaining approach before things get rolling
7. You’ll give your opponents more opportunities to agree with you, and fewer opportunities to gain the upper hand
8. You’ll master techniques for keeping your emotions firmly in check, no matter how heated the discussion gets
9. You’ll learn to make your every concession seem like a “really big deal”
10. You’ll discover how to excel at electronic negotiation — phone, e-mail, IM, EDI, fax — when face-to-face meetings aren’t possible
11. You’ll know how to get things moving again if a deadlock grinds negotiations to a standstill
12. You’ll understand how buyer and seller goals differ — and learn to use that information to your advantage
13. You’ll be able to guide a team through successful negotiation strategies
14. You’ll learn to make sure the “fine print” of contracts, proposals, and bids isn’t hiding anything that might have a negative impact on your deal
15. You’ll master tactics for handling aggressive, belligerent opponents who like to play hardball
16. You’ll learn ways to call a vendor’s bluff without breaking down talks altogether
17. You’ll use these brainstorming techniques to come up with creative alternatives and work toward win-win outcomes

Enroll Today!

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Registration Information

Enroll Today! Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Credit

Fred Pryor Seminars offers Continuing Education Credits that are based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board.

Questions and concerns should be directed to your professional licensing board or agency.

On-Site Training Solutions



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On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at www.pryor.com or call us at 1-800-944-8503 today!

How to Bargain & Negotiate

with Vendors and Suppliers

Attend this workshop, and you'll gain valuable insights for:

- Getting "mentally ready" to negotiate — preparation techniques that really make a difference
- Reaching win-win agreements through alternative bargaining strategies
- Understanding how the "cycle of negotiation" works, and how to make it work better for you
- And much more! See inside, and find out how to become a more effective bargainer in just one day of training!

Enroll Today!



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☐ Mr. ☐ Ms. _____

Job Title: _____

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METHOD OF PAYMENT

4

Important: Send your payment now. Tuition is due before the seminar.

Please make checks payable to Fred Pryor Seminars and return this form to:
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in
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Note: If you've already registered by phone, by fax, or online, please do not return this form.

REGISTRATION FORM — HOW TO BARGAIN AND NEGOTIATE WITH VENDORS AND SUPPLIERS