



SNI Signature Series Seminar HOW TO NEGOTIATE AND INFLUENCE SO EVERYONE WINS - ESPECIALLY YOU!

This highly interactive open enrollment seminar is conducted in an educational and engaging format highlighting the three vital elements of SNI's process: Prepare, Probe and Propose. You will learn a straightforward, systematic approach to Negotiation and Influencing, applying SNI's philosophy that "*the best way to get what you want is to help the other side get what they want.*"

From sales to customer service, executive leadership to line employees, and personnel to purchasing - Negotiation and Influencing play a vital role in today's competitive business environment. By applying SNI's systematic approach, you will maintain and build valuable relationships that directly impact bottom line results and more importantly, lead to future opportunities.

Attend this full-day seminar and you will:

- ◆ Eliminate bad habits that lead to "Win-Lose" and "Lose-Lose" outcomes
- ◆ Build your probing and listening skills to get more of what you want
- ◆ Learn to cope with difficult people and move past deadlocks
- ◆ Develop skills to increase confidence in influencing others and conducting negotiations

Course Outline

Module 1: Five Primary Principles

- ◆ Defines SNI's system as a process and not an event
- ◆ Emphasizes the importance of achieving "WIN-win" outcomes

Module 2: Prepare

- ◆ Teaches that preparation is the most important piece of the puzzle
- ◆ Learn a seven-step process vital for effective preparation

Module 3: Probe

- ◆ Learn four key probing questions to determine the other side's true interests
- ◆ Develop listening skills and strategies to help retain information disclosed

Module 4: Propose

- ◆ Learn the three fundamental rules for making the ask
- ◆ Discover ways to craft creative solutions and trade for value



REGISTRATION FORM

DATE: To be Announced

LOCATION: To Be Announced

TIMES: 8:30 a.m. - 4:30 p.m.

COST: \$650 per participant (includes continental breakfast, lunch, a copy of the award-winning book, The Power of Nice, and all course-related materials)

Please complete this form and fax it to 410-662-4790 or register by phone by calling Andrew Baird at 1-800-665-4764

Confirmation details including travel, discounted hotel information, and directions will be provided via e-mail once registration is completed. Register early, as our Open Enrollment Seminars tend to fill up well in advance.

Company Name: _____

Name: _____ Title: _____

E-Mail: _____

How did you hear about SNI's Open Enrollment Seminar? _____

Additional Participants:

Name: _____ Title: _____

E-Mail: _____

Name: _____ Title: _____

E-Mail: _____

Billing Information:

Billing Address: _____

Phone Number: _____

How many people attending? _____ (\$650 per participant) Total: _____

American Express

MasterCard

Visa

Discover

Card #: _____ Expiration date: _____

Print Name: _____

Signature: _____