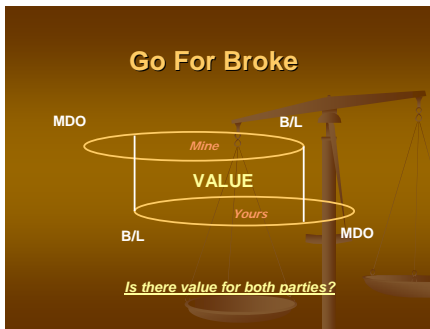
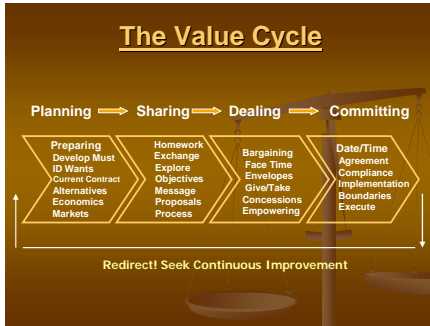




Jacques Training & Development, Inc.

Workshops

# Value Centered Negotiations



Get ready for the great journey in Negotiations. I call it a journey instead of a destination because by definition, it never really ends. At JTD we simplify the textbook definition and just say “It’s communicating toward a common goal”. We spend our days and nights doing just that, trying to find the solution space that allows both sides to walk away feeling good about the experience.

The workshop on Value Centered Negotiations is all about accomplishing that balance, through a ten-step process that is designed to

improve your bottom line. As in any process we teach the need to begin with good raw materials and place a strong emphasis on planning and preparation, the most critical step in the value cycle

Once you have good data, the face to face bargaining takes shape through a series of strategies and tactics designed to help your team improve their position while allowing the other side to feel satisfied with the final outcome. These strategies are reinforced through the tailored case studies that are created from real world

situations designed to provide relevance to the skills of becoming a VCN.

The focus of the workshop is value. How do we move the center point of the negotiation to improve our position, and ensure a long-term “win” for both parties. We change that center point by bringing value to the other side. Through creative concessions we find those things that “they” want that are low cost to us and high value to them. Give them the things that are important to them, and they’ll give you a bigger piece of the pie.

*Enjoy the Journey!*



## The Value Centered Negotiator

1. No Free Gifts (*trade, using OK “if”*)
2. Everything is Negotiable (*don't let them tell its not*)
3. Go For Broke (*don't ask for much, only the world*)
4. Offer small Concessions (*the pattern sends the message you're done*)
5. Take Your T ....I....M....E..... (*patience pays*)
6. Imply Dissatisfaction (*“crunch” and listen until it hurts*)
7. Always Think Creatively (*drive the value equation*)
8. Trust Through Linkage (*connect relationships to future events*)
9. Empower Your Position (*plan, exchange, legitimize, limit, align*)
10. Don't Forget to Nibble (*just a little something extra*)

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