



# The Negotiation Challenge

## Building Relationships & Revenue Through Planning

**LIVE WEBINAR: Thursday, April 8th**

Negotiation is a part of every business – with our customers and our employees. The importance of knowing when to negotiate – and when not to, and to be GOOD at it - is key to a more profitable and productive team.

**Do you find yourself:**

- Giving away too much, too soon?
- Not understanding when to negotiate and when to sell?
- Representing your business based on price vs. the value of your goods and service?

Join us to understand the most common negotiation mistakes, how to prepare for every negotiation and when to walk away! Spend some time growing your negotiation muscles!

**This webinar will focus on understanding:**

- Planning a productive negotiation
- Developing the right questions to give you the information you need
- Learning the 3-D's of Negotiation
- Outlining your concessions – what is your BATNA?

*There is a worksheet for this session that will be provided with the link.*

Free Event

WEBINAR  
EVENT TIME

10:00am - 11:30 am

Hosted By:  
Arizona Manufacturing  
Extension Partnership

Live Webinar!

*A link to the webinar will be provided upon registration.*

Register at <http://bit.ly/AZMEPTheNegotiationChallengeApril2021>

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