



TWO VIEWS

INTERNATIONAL

Enhancing the Negotiation Conversation™



Penny Rosema teaches how to negotiate like an expert so you can avoid costly mistakes.

Learn how to negotiate to get more of what you want!

If you have negotiated a deal and thought, “I could have done better,” then it’s time to move from average to expert negotiator. Penny shares insider negotiation know-how she gained over her 20-year career in procurement.

Using her rich repertoire of intriguing experiences she teaches you how to:

- Respond to the “take-it-or-leave-it bully.”
- Retain your negotiating power regardless of who makes the first offer.
- Improve your negotiation position.

Penny’s words inspire and guide audiences and even challenge some of their negotiation paradigms.



Your Questions Answered

- Who has more power – the buyer or the seller?
- What kind of preparation saves time and money?
- Is there a standard process for analyzing any negotiation?
- How do you get beyond the fear of asking?
- What do you do if you don’t have an alternative?

What Satisfied Audiences Say

High-energy presentation with valuable tips that you can immediately apply to enhance your negotiation skills!

– Jennifer Sweet, JS Event Consulting

Great takeaways. I’m notoriously fearful of negotiations but Penny’s emphasis on mutual win made the whole subject almost along the line of service – How can I help you succeed, too!

– Nate Melvin, Discover Kalamazoo

Penny was personable and enthusiastic. She made a not-so-interesting topic [for me] into a fun and lively session. Very engaging.

– Mandy Flutur, JDRF Metro Detroit

Excellent speaker, great takeaways!

– Jenny Crichton, Michigan Federation for Children and Families



Penny provides a dynamic alternative to one-size-fits-all strategies that don’t match real-world realities. She shows how both sides can win with a systematic approach that prepares for the unexpected.

Book Your Date Now!

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MEMBER
NSA
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3 PROGRAMS TO BECOME A BETTER NEGOTIATOR



Avoid Common Negotiating Mistakes

Learn how to prepare for any negotiation and get more of what you want!

This interactive experience teaches the same tactics that professional buyers rely on for \$100 deals and \$100 million deals. Common and not-so-common sense solutions are presented with applications to everyday business and life.

For entrepreneurs and those working in real estate, marketing, or consulting, this event provides an opportunity to learn and sharpen negotiation skills. Simulations and role playing help participants develop their ability on the spot. Attend this session and get:

- The Negotiation Roadmap to help you prepare before your next negotiation.
- An understanding of the ambiguous nature of negotiation and how to choose your next move.
- Improved ability to analyze the motives of negotiators in both competitive and cooperative situations.

Women in Negotiations (W.I.N.)

Apply the strategy professional buyers use and you'll strike better deals immediately!

On average, women earn less than equally qualified men. To add insult to injury, women often pay more for big-ticket items like cars and mortgages. Why? Because women don't ask for more money at hiring time. And they don't ask for better pricing when buying.

In the W.I.N. presentation, women (and men!) learn how to negotiate a better deal.

Leave with the confidence to get more – whether hiring, buying, or selling – and know:

- How to prepare for any negotiation to get more of what you want.
- Key phrases that keep the negotiation moving forward.
- How to interpret what the other side is saying.
- Ways to counteract a negotiating bully.
- The secret to gaining more time to think during the negotiation process.

Escaping Negotiation Traps

Here's a quick quiz to see if you're vulnerable to prevalent myths about negotiating:

- Splitting the difference is fair for both sides. T F
- The more I get the less you get. T F
- "Final" means final and "no" means no. T F

If you answered "true" to any of these you're in danger of falling into a negotiating trap.

Learn why assumptions are often wrong and how to look out for your best interests. Then, put what you learn about escaping negotiation traps into practice. You'll build new skills through interactive role playing that you can start using in your business and personal life immediately.

Plus, you'll discover how deadlines drive deals, how to pay attention to verbal and nonverbal signals, and ways to arm yourself with information.

When you know the truth about the myths, you can enter negotiations with more power than ever before!



**Custom-designed workshops available upon request.
Call for more information.**

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