

IS YOUR TEAM CONSISTENTLY NEGOTIATING THE BEST AGREEMENTS POSSIBLE?

Negotiation Transformation for Fortune 500 Companies



We work with sales, procurement, and support teams to ensure they know how to consistently negotiate like a pro. The Castle Negotiations system takes the guesswork out of negotiating. How much would you invest to improve your team's negotiation outcomes? Now is the time.

THE CASTLE ADVANTAGE

We focus on changing behaviors not just imparting information. We are not satisfied until the participants achieve measurable improvement in their negotiation outcomes.

As a boutique firm we are able to create customized workshops to ensure we are addressing the negotiation challenges of your specific team.

We're known for our high-energy, ~~and~~ interactive sessions, both one on one and in groups that keep participants engaged and ensure they are internalizing the skills needed for negotiation success.

Practical and user-friendly materials, such as Castle's handbook, become the go-to resource for future reference on the job.

Participants receive follow-up consulting as long as needed to ensure their negotiation skills are mastered and they are negotiating with success.

ACHIEVE HARD RESULTS WITH IMPRESSIVE ROI

"I was able to save roughly 3.5% and about \$25k annually."

— Transportation, Michigan, 2018

"Ruth's workshop had a tremendous impact, and I was able to turn a 250K sale into a 750K sale."

— Manufacturing, Laurens, 2017

"I have saved over \$500,000 in contract spend using this."

— OEM, Detroit, 2017

"In two negotiations, I had a 5%-10% better outcome."

— FMCG, San Francisco, 2018

"Got additional saving of \$80,000/year."

— Tier Two Manufacturing, Shanghai, 2017

MAKE IT HAPPEN

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Negotiate Smart™

Our flagship workshop and extensive follow up sessions are designed to ensure the participants internalize, mobilize, and transform their negotiation process to achieve the best possible negotiation outcomes.

- Does your team employ the 7 stages of negotiation preparation to ensure they are truly ready?
- Are they masters at using three different responses to turn a no into a yes?
- Do they manage and immobilize shadow negotiators?
- Are they able to manage the emotional side of the negotiation process?
- Do they know the four negotiation systems and when to use each?
- Do they have a system for debriefing after every negotiation to ensure they are on a continuous improvement train?

If not, they are leaving money on the table.

Are You Leaving Money On The Table?

DOES YOUR TEAM HAVE A COMPREHENSIVE NEGOTIATION SYSTEM?

DOES YOUR TEAM HAVE A ROADMAP FOR CONTINUOUS IMPROVEMENT IN THEIR NEGOTIATIONS?

OR ARE THEY NEGOTIATING THE SAME WAY THEY DID 5, 10 YEARS AGO?

PROFESSIONALS WHO ATTEND NEGOTIATION TRAINING ARE BETTER NEGOTIATORS

TAKE IT FROM THEM

"Ruth is a deep expert in negotiation strategy"

— Accenture

"Informative, research-driven, and enjoyable training that will actually help in your daily job."

— Express Scripts

"I feel this is one of the best workshops my company has had. It was relevant to my job and it will be very helpful in how I deal with both internal and external issues in the future."

— Magda, District Sales Manager

"The *Negotiate Smart*™ training has been a great eye opener for me and my team. Now my team is much better prepared to negotiate and they have a great base to keep on growing in their careers."

— SRG Global