



# *Negotiate Smart™ Academy*

Negotiate and Communicate with Emotional  
Intelligence

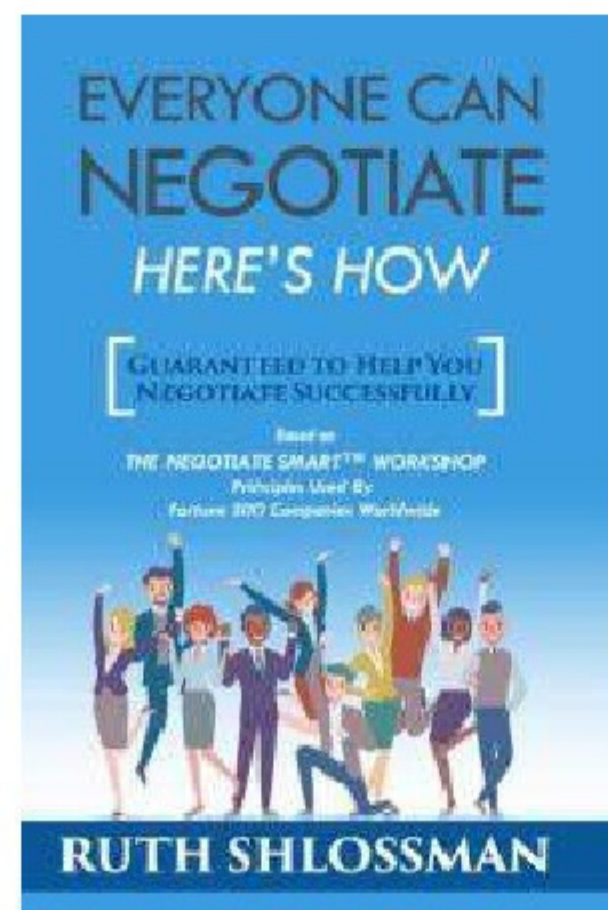
2024

# Welcome!



The bigger your dreams and goals, the more you need to negotiate like a pro.

We are passionately committed to helping you and your team negotiate exquisite agreements and make your dreams a reality.



Ruth Shlossman is the CEO of Castle Negotiations Consulting Group Inc. She has more than 25 years of experience as an international negotiation consultant and practitioner.

Ruth works with all levels, from neophyte negotiators to senior executives.

She has a Master's of Education from Harvard with a specialty in Leadership, and a BA in Education from the University of Florida.

Her seminars are known for being humorous, fast-paced, practical, and highly impactful.

Recent clients include FCA (Chrysler), the Institute for Management Studies, AlixPartners, the Canadian Pension Plan Investment Board, United Copper Industries, Heritage Home Group, and Electrical Components International.

# Academy Core Curriculum



## **Introduction**

1. Overcoming our natural reluctance to negotiate
2. Overview of the 4 stages of negotiation
3. The characteristics of successful negotiators
4. How to master negotiation strategies quickly

## **Map-Out: Stage One of the Negotiation Process – How to Prepare**

1. What and how to prepare
2. The numbers
3. The stakeholders
4. Leverage, fact points, and legitimacy
5. The opening offer, the heart and soul of a successful negotiation
6. Having a Plan B
7. The agenda

## **Stage Two: Meet and Greet – Setting the Stage for Negotiating**

1. Warmup of the room: how and why?
2. Logistics
3. Take the trust temperature
4. Rules of engagement
5. Nonverbal communication
6. Words to use and words to avoid
7. How does your mood play a role in successfully negotiating?

## Core Curriculum

### **Give and Gets: Offers and Counteroffers**

1. Probe the negotiator's secret weapon of massive success
2. How to turn in a "yes" and how to say "no"
3. Who opens first
4. Creative trades
5. Concession patterns
6. The caucus

### **Seal the Deal – Coming to an Agreement**

1. The debrief
2. A follow-up protocol
3. Setting goals
4. Next steps
5. Closure



*During a recent negotiation, I was able to put together a BAM list of additional marketing concessions that the distributor agreed in order to save us about \$4,000 in fees. I've replicated this approach in two other marketing negotiations with identical results.*

***–Dan Wright, Impossible Foods***

# 10 Reasons to Love Castle Negotiations

## **1. ROI**

The Castle Negotiations ROI is 10 to 1. Every dollar invested in our Academy could return 10 times that with improved negotiation outcomes.

## **2. Skill**

We are Harvard-trained and teach the same skills the Harvard and Karrass people do... but at a lower cost due to our low overhead.

## **3. Follow-Up**

We offer regular follow-up accountability sessions and small-group coaching. Nobody else does that. We all know that follow-up is the key to improving any business skill.

## **4. Flexible Options**

We offer so many flexible options that you will be annoyed that you no longer have any excuses.

## **5. Negotiations**

Negotiation is something we do every day, and if we are not getting better at it, we are leaving money on the table.

## **6. The Bottom Line**

The easiest way to improve the bottom line is to negotiate better.

## **7. Exercise Your Skills**

We offer live negotiation exercise sessions throughout the year, so your team is always well-oiled and ready to go. And by the way, it's super fun!

## **8. Practicality**

We stick to practical application and leave negotiation theory to professors.

## **9. Or Your Money Back**

We offer a money-back guarantee. We're not worried.

## **10. Success Breeds Success**

Our instructors have tons of negotiation success stories. We have trained every level in Fortune 500 companies for about 30 years. Over 7,000 people have improved their negotiation outcomes with our team. You are welcome!

## Why Your Team Needs Negotiation Training



*I had the opportunity to participate in several courses held by Castle Negotiations and I can confirm the good quality of all the courses. During the courses I was able to acquire new ways of negotiating according to the various contexts and interlocutors (local market, customs and traditions of the place of negotiation). happy to have participated.*

Taylor Buff,  
American Procurement Director  
Chart Industries

*Ruth has an uncanny grasp of the negotiating process. Even though I have been in CNCG for over 40 years, I turned to Ruth to help with a particularly troubling negotiation. She understood the central issues immediately and was able to make some suggestions that allowed me to conclude the negotiation successfully. I am only sorry I did not turn to her earlier in the process.*

Michael Rose  
Business Consultant

## Why Your Team Needs Negotiation Training



*Ruth is a deep expert in CNCG for negotiating strategy, and what is truly special about her, beyond all those things you would expect in any senior professional, was her ability to effortlessly customize on the fly her material to the needs of the specific (and in most cases, in my use of her, difficult) people and situation in question. Very engaging presentation style that worked very well across a host of geographies that we worked together at. Highly recommend!*

Tom Jacobson  
Manager at Accenture

*Experience matters. We all know this, and yet on many of our queries we turn to boiler plate solutions extracted from digital interfaces instead of tapping into vetted experience. When it comes to negotiations in general and negotiations for commercial terms in particular, Ruth Shlossman and Castle Negotiations have invaluable experience that will make you feel like you were leaving money on the table before having learned their strategies.*

Chief Growth Officer (Arnon, Tadmor-Levy)  
Co-Founder (Stealth Company)  
Co-Founder (Elevate Israel)

## Connect with Us



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