

MAKE A REAL DEAL

Make a Real Difference



NEGOTIATION TRAINING THAT GIVES RESULTS...

For Business

- **Financial Returns:** On average participants report saving 9.86 times the course fee within 3 months
 - 84% within 6 weeks
 - 23% on first negotiation
- 23% saved enough to cover the entire course fee
- 4.8% saved over £100k

We take care to measure the difference our skills training makes. We've captured over 30,000 opinions across 25 years of customer feedback. This is what course participants and line managers have reported:

For Participants

- **Recommendation:** 99% of participants would recommend the course, 50% already had (within 3 months of attendance)
- **Improved Performance:** 96% of participants reported improved negotiating performance
- **Course Comparison:** 95% assess the course as being equal to or the best course they had attended in the past 2 years
- **Case Play Method:** 66% of participants learned most from the video recorded case plays
- **Embedding:** 82% of participants report that they refer to the course hand-outs
- **Follow up:** 76% would like to come back for more. The rigour of the evaluation process is validated by securing the feedback of line managers as well as participants. Line manager feedback is consistent with participant

For Managers

- **Objectives:** Managers reported that 89% of their objectives were met in full
- **Implementation:** 92% of managers reported that they had seen participants using the skills, with 82% able to identify specific instances
- **Long term benefit:** 96% of managers reported that the benefit was either constant or increasing over time
- **Return on investment:** 98% of managers said the training investment was worthwhile

Courses provide an average

9.86 x ROI
within three months

99%

of participants would recommend the course

50% already had
(within 3 months of attendance)

89% of managers reported their objectives were met in full



INSPIRING PEOPLE TO SUCCEED

“Without doubt the best course I have ever been on.”



Nick Sykes

CEO London and President EMEA
FutureBrand

“Absolutely brilliant - insightful with the right balance of theory v practical application - there will be bountiful opportunities to hit the ‘higher’ deal.”



Julie Trewren

Senior Buyer Spirits & RTD's
Matthew Clark

“Excellent course covering key negotiation skills in a fun but very productive way. Highly recommended by colleagues and I was not disappointed. There was a lot covered in the 3 days but carried out well and notes handed out in a useful format will definitely be used regularly going forward”



Sandra Mearns

Emerging Europe Trade Marketing Manager
The Edrington Group

“The best training course you will ever go on. The negotiation skills learnt become emdedded in your everyday thinking and subconscious. Definitely worth the time and money.”



Anthony Knight

Business Development Director
Hertz International