

NEGOTIATION SUPPORT FROM NEWDAWN

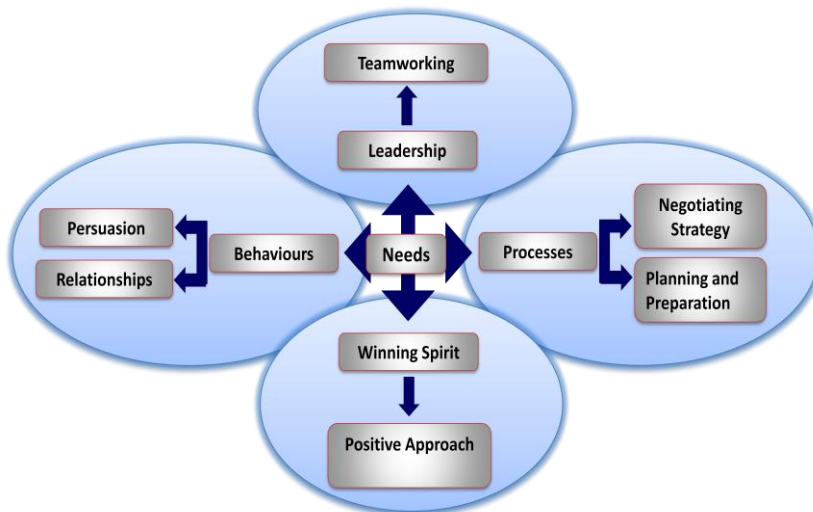
“A process with clear phases using a variety of persuasion methods to achieve a joint workable solution” It is how we resolve our differences!



THE NEWDAWN APPROACH

To help *buyers or sellers* see *alternative perspectives* through *innovative analysis* to provide confidence and belief that enables the delivery of truly *exceptional results* by using highly effective *negotiation practices and behaviours*

Business needs are at the core of the negotiating strategy and drive profit and value growth whilst developing effective relationships through a broad understanding of buyer and seller positioning and power.



Our approach is built around **four key pillars**.

We have a clear end to end **process** for planning and developing the strategy for complex negotiations.

Behaviours are key to success and we analyse these to ensure the appropriate relationship and persuasion styles are employed.

Finally, we help managers to develop cross-functional and **leadership** solutions and maintain a **positive spirit** throughout difficult negotiations. NewDawn always deliver unique, and often highly differentiated, perspectives on real-life situations from expert professional buyers and sellers.

Results – those who use our services have:

- An **end to end process, tools and techniques** for managing complex negotiations
- A new **broader perspective on client relationships** and alternative **styles of negotiating**
- Increased **confidence** in managing difficult negotiations
- A significant **improvement in ROI** almost instantly
- Greater awareness of their own, and other’s, **preferred negotiating styles**
- Enhanced **leadership and management** skills
- Improved **client respect** and relationships

How is it done?

1. We can provide **training, consultancy support or coaching support** – dependent upon the client's needs.
2. We use a range of **tools, processes and behaviours** to aid:
 - The definition of the **unique value** proposition and why this is important
 - The modelling of the relative **positions and power** using highly sophisticated tools.
 - The analysis of **the other parties'** position and tactics
 - Understanding the degree of **trust**, and conditioning and motivational messages
 - Understanding the negotiator's **preferred negotiating style** (using a paired response questionnaire)
 - Understanding and using the five methods of **persuasion**.
 - The most **appropriate behaviours** to support the strategy and **influence** the negotiation
 - Maintaining a **positive approach and attitude**
 - The negotiating **strategy, plan and tactics**
 - **Preparation**, rehearsals and guidelines
 - **Telephone and e-mail** negotiation plans and tactics
3. We use a **3 phase process**:
 - **Phase 1.** Planning and Preparation. It is our view that no negotiation is won at the table – it is won in the correct preparation, planning and rehearsals.
 - **Phase 2.** The Meeting phase. The key stages of the meeting including opening, information exchanges, achieving movement and reaching conclusion.
 - **Phase 3.** Review. What went well and what lessons were learned.

The NewDawn team of expert and highly experienced negotiators have used these tools and techniques in real-life situations and are therefore able to provide expert and credible advice on current client negotiation situations.

"I was tasked to look at a well known organisation for some advanced negotiation training whilst NewDawn were running a pilot Profitable Relationship Management (PRM) programme in 2008. We commissioned a programme from the other provider and I attended. Although it was good, I learned more in the first half day of the NewDawn programme than I did in the 2 days on the other programme. This PRM programme is tuned to our needs, and delivered by people who truly understand the dynamics involved in negotiating in complex relationship situations. They have been able to deal with any live situation we have raised with them during the programme. We will be standardising on this programme and I will be pushing all businesses within the group to put their client facing people through it."

CFO of a Global Advertising Group