

NEWDAWN

PARTNERS

“People might listen to you, but they won’t act until they believe you”

How much money are you leaving on the negotiating table?

Negotiating the NewDawn Way

Highly effective negotiation practices and behaviours



Understanding the balance of power

- ❖ Winning better deals
- ❖ Generating more value and profit
- ❖ Appropriate negotiating styles for different situations

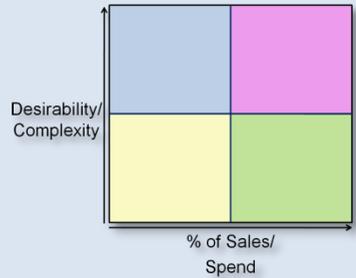
“It’s too expensive!” What does this really mean?

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NewDawn.NewClimate.NewTools

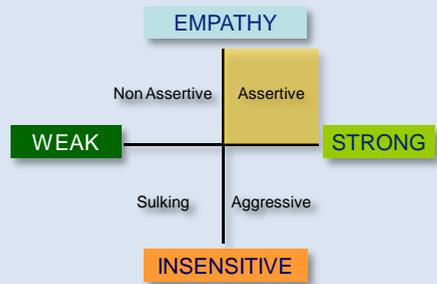
Buyer and Seller Perspectives on Market Positioning

- ❖ Are all purchases/sales, or customers/suppliers, equal?
- ❖ Developing differentiated strategies for appropriate scenarios
- ❖ Understanding the balance of power.



Behaviours and Methods of Persuasion

- ❖ Taking a different perspective and understanding the impact of behavioural styles on negotiations
- ❖ Using different methods of persuasion (including positive and negative emotion) and building rapport
- ❖ Methods, tactics, and tools used by the skilled negotiator
- ❖ Managing conflict and dealing with confrontation



Leading to more effective negotiations, better outcomes and greater value.

Negotiation support and training

- ❖ A negotiation framework which delivers spectacular results
- ❖ NewDawn provides tailored negotiation advice and support to clients in planning for, and conducting, current and real-life situations.
- ❖ We work with individuals and teams to deliver negotiation training, addressing specific business needs and challenges



Why choose the NewDawn Partnership?

- ❖ We work with you to enable and enhance your capability to interpret information differently to deliver spectacular results
- ❖ We combine simple and practical tools and techniques with our long-term experience of applying them in many industries.
- ❖ Using these delivers substantial and lasting financial and non financial gains result, with significant and often extraordinary Returns on Investment (ROI).