

“The lessons we learned can have a profound effect, not just on vendor account performance, but on the quality of the relationships.”

Peter Quinn, director of Vendor Management, SEI

9 Great Reasons to Use K&R Negotiations

1. **Accelerate your ROI.** K&R training makes you and your team more effective quickly. This means higher close rates, more profitable deals, and reduced sales cycles.
2. **Learn from experts who are practitioners not just teachers.** In addition to being superb trainers, the K&R team has helped close hundreds of millions of dollars of deals. You'll learn practical methods for immediate application.

3. **Personalized training is more effective – and K&R does it.**

Your customizable course options include: Principled Negotiations Workshop, Master Negotiations Workshop, Negotiation for Managers, Doctoral Negotiations, Opportunity Forensics, Improving Your Contracts, Alliances and Joint Ventures, and more.

4. **K&R teaches you to Win Wisely™.** You'll benefit with more revenue opportunities, as well as stronger and more profitable long-term relationships. You'll Win Wisely after your K&R training.



5. **Your results will improve – our track record is unsurpassed with our clients.** Our practical and proprietary curriculum of negotiation training has been applied since 1994 in every business area, including sales, finance, procurement, M&A and many others, for clients like IBM, Xerox, EMC, and SEI.

6. **We are more than just a training company.** We go beyond teaching; when you need hands-on help, K&R will be there. Our goal is to help you win more business faster by directly assisting your team as negotiation consultants for your high-value engagements.

7. **We wrote the book on negotiation strategies.** Our co-founders Mladen Kresic and Harvey Rosen actually did write the book on negotiation strategies, titled *Negotiate Wisely in Business & Technology*.

8. **Gain from our global perspective.** If your business negotiates multi-nationally, K&R, while based in the United States, has senior trainers around the world who have led numerous sessions on all 7 continents.

9. **Be confident in your selection of K&R.** We are not a mass-market training mill. In fact, the vast majority of our business comes from repeat clients. This is true because post session survey data consistently shows that attendees enjoy the K&R training and obtain substantial profit, revenue and relationship impacts from the K&R methodology.

About K&R Negotiations

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI and others.

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