

“By applying what we learned from K&R, we tripled our deal size while focusing on the accounts that would help the company grow faster.”

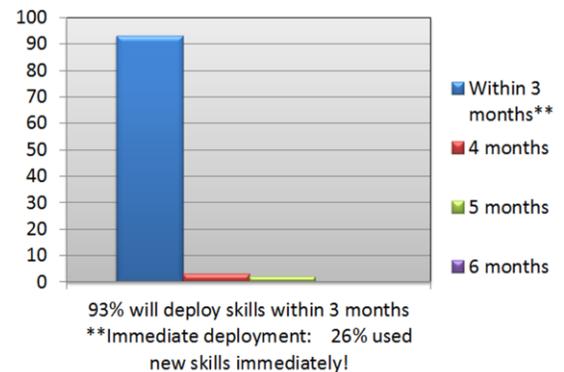
Kevin Blackwell, Sr. Vice President of Sales and Marketing, Nerac, Inc.

K&R Client Results & Testimonials

Negotiation Training That Gets Results

K&R's practical approach to negotiations has delivered proven results and client-documented ROI within days of the training session. K&R provides negotiation skills training that yields these outcomes.

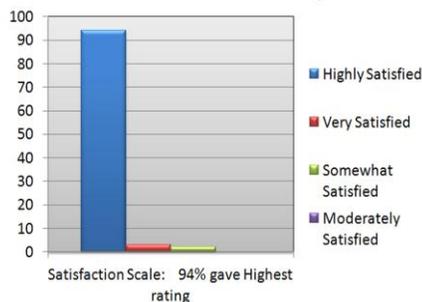
K&R Client “Time to Deploy” Rating



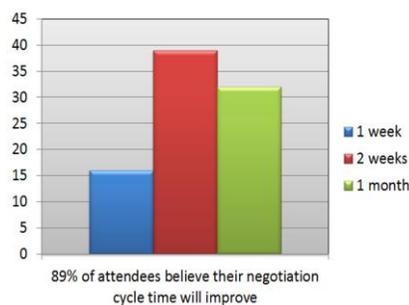
Course Attendees Expect Impressive Results

- Attendees estimate the course result in 20% revenue growth
- Attendees estimate their sales cycles will decrease by an average of 2.8 weeks
- 100% of attendees believe the session will provide a repeatable benefit
- 98.4% of attendees recommend the session to others
- 93.8% of attendees give K&R training the highest rating
- 81% of students expect to deploy skills within the month

K&R Client Satisfaction Rating



Negotiation Cycle Time Improvement



Our Clients Say it Best

- *Fantastic and very comprehensive session, very good examples and lively communication, powerful tools.*
- *Extremely useful session with real life scenarios as exercises enabling us to apply the tools to our engagements*
- *Really a great training. Glad to have invested this day. This should be mandatory for every seller.*
- *This workshop has shown me how we should lead people in our company, with our clients, and how we should behave with our clients.*
- *I will use Principled Concessions™ instead of discounts.*
- *This workshop exceeded my expectations by far.*

The best investment you can make in your organization is to sharpen your team's negotiation skills with K&R training.

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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