

*The World Renowned Program by Dr. Chester L. Karrass...*

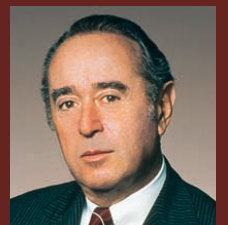
# Karrass' Effective Negotiating<sup>®</sup> Seminar



**“In business, as in life, you don’t get what you deserve, you get what you negotiate.”**

*– Dr. Chester L. Karrass*

*Let Dr. Karrass show you how...*



KARRASS



Dr Chester L. Karrass

*Whether negotiating a critical agreement, closing a deal, or advancing one's goals, almost every interaction involves some kind of negotiation, yet so few understand the process.*

## The KARRASS Effective Negotiating® Seminar...

Nearly a million people have attended because they know that successful negotiators are successful people.

### **Why do Microsoft, Siemens, Wal-Mart and employees from hundreds of other companies attend KARRASS Effective Negotiating® seminars?**

We all need a coach on our side. Business people from top companies attend Dr. Karrass' Effective Negotiating® seminars because even accomplished professionals know there is always room to improve their negotiating skills. At EFFECTIVE NEGOTIATING® we help you develop and sharpen your skills by teaching you new ways to achieve better, longer lasting Both-Win® agreements that will hold up for years.

### **This is not your typical seminar.**

The KARRASS seminar provides you a learning environment that is enjoyable as well as informative. Hundreds of thousands of our graduates confirm KARRASS EFFECTIVE NEGOTIATING® is a unique learning experience! It's practical, exciting, innovative, interactive and fun. This is an opportunity to engage other business professionals, share experiences, test strategies and advance your career and bottom-line.

### **Both-Win® Negotiating.**

At the KARRASS seminar you will learn the methods to help you:

- Take the time to understand the other person's negotiating strategy and focus on building a strategic Both-Win® relationship.
- Establish mutual goals to accomplish and limit your concessions to those that guarantee satisfaction for all parties.

Resulting in both sides gaining tangible evidence of increased benefit without compromising their original intent.

That's Both-Win®. That's Effective Negotiating®.

### **Put it to use immediately.**

By the end of the second day, one participant remarked, "I can't wait to try this stuff out. It would have taken me ten years of experience to learn what I've picked up in the last two days."



# Negotiation...Your most powerful business tool.

*The EFFECTIVE NEGOTIATING® seminar is packed with the strategies, techniques, tactics, tips and skills that Dr. Karrass learned, practiced, tested and developed over the past three decades. He designed the seminar to be practical, hard-hitting and to pay off – literally. He constantly updates it. KARRASS course leaders are carefully selected for their experience and skill, and are specially trained for their seminar roles – leading, teaching, discussing, motivating, and making it all as enjoyable as it is educational.*

**Determine what's best for you and your company.**

**Bring Effective Negotiating® Directly To Your Company.**

KARRASS presents over 400 "In-House" Effective Negotiating® seminars annually around the world. This customized version of KARRASS' EFFECTIVE NEGOTIATING® seminar provides you with a program uniquely designed for your company. KARRASS' In-House programs can be presented to your whole company or to specific departments such as sales, purchasing, finance, manufacturing, IT, operations or management. You set your own schedule. You also determine who will attend (as few as 12 people) and where the seminar will take place.

**The Reserve Block Seat Plan**

A Reserve Block gives you an economical way of sending each member of your group to a KARRASS public seminar. You have the option of choosing where and when. Send them one by one... or...send them in teams. Your people will be able to attend the KARRASS Effective Negotiating® course in any regularly scheduled location. With 60 locations in the USA, Canada and Mexico and 16 other cities throughout the rest of the world, there's always one nearby. A "block" can be as few as 12 seats, or as many as your company needs. The more seats reserved, the greater the savings!

**For individuals.**

Individuals are welcome to attend a seminar on their own. 2-Day Effective Negotiating® seminars are held in most major metropolitan communities in the United States, Canada, Mexico, Europe, Scandinavia, Asia, Australia, China, India, Singapore and Hong Kong. So there's a good chance you'll find a seminar taking place near you.

**Earn ISM, C.P.M. and /or A.P.P. credit.**

Regardless of what program you choose, you can earn up to 15 hours of credit in continuing education.

**For more information about sponsoring a KARRASS Effective Negotiating® Seminar in your company, using the Reserve Block Seat Plan or attending as an individual, call 323-866-3866. Or fax your request to 800-232-8000.**

**Effective Negotiating® Makes a Difference.**

Agreements frequently fall apart not because of the big issues but because of the ones that are so small they hardly seem worth mentioning. You could be trying to hold a customer to your price and get a bigger order. You could be dealing with a supplier for a deeper discount and more service support. You could be settling a dispute with another department or even with a strategic partner. You don't want to knuckle under. But you also don't want to appear to be playing hardball.

The seminar teaches you how to create a Both-Win® situation for both parties. We teach you how to take the focus off "side-issues" and how to place it on breaking deadlocks and making the kind of agreements that foster long-term relationships.

**The 2-day seminar ends but the learning continues.**

You'll need a tote bag to carry home all of the great stuff we give you! To ensure that you keep the lessons fresh for years to come, all attendees receive two hardcover books, the EFFECTIVE NEGOTIATING® workbook, and a set of 6 CDs. These materials are not available anywhere else, but they are yours free as a KARRASS seminar participant.

**Some of the skills you'll learn in the seminar:**

- **Sticking to Your Own Game.**
- **Having More Power Than You Think.**
- **Making Better Agreements Right Now!**
- **Setting target goals and hitting them.**
- **Finding New Strength.**
- **Gaining Tips from the Competition.**
- **Learning Completely New Tactics.**
- **Finding New Countermeasures.**
- **Dealing with Deadlocks...That You Win**
- **Learning Why Your Helpful Concessions Can Hurt You.**
- **Gaining Successful Agreements and Keeping Them.**



### Why take no for an answer?

Successful people don't. They get what they want by negotiating better deals for both parties.

### Strengthen the skills that are key to success in business and in life.

The strength of your agreements, understandings, and relationships mean the difference between success and failure. Poor agreements with other companies and individuals break down; they bring nagging dissatisfaction and aggravation into your business and personal lives. Good agreements help you reach and exceed your objectives and give the other party more satisfaction at the same time. This is true whether you are:

- **Determining the price and terms at which you buy or sell.**
- **Closing with an important customer.**
- **Persuading others to work with and not against you.**
- **Setting or meeting budgets.**
- **Finalizing and administrating simple or complex contracts.**
- **Working on a problem with someone important to you.**
- **Managing and supervising those responsible for doing the work in your organization, and on the outside.**
- **Breaking or avoiding a serious impasse.**



**Yours FREE when you attend the seminar.**

This comprehensive set of reference materials (as pictured) is not only a constant reminder of everything you learned,

but includes additional topics not covered in the two-day program. Included in this package is Dr. Karrass' most recent book *In Business As In Life - You Don't Get What You Deserve, You Get What You Negotiate*, the most practical, sensible and useful book on negotiation ever written. It is only available when you attend the seminar. No other seminar offers so much. These reference materials ensure that you can keep the course working for you in the months and years ahead. They are designed for seminar attendees and are not sold. They are only available if you attend the seminar, and through special mail order.

### Tax Deduction of Expenses:

An income tax deduction is allowed for expenses of education (including registration fees, travel, meals and lodging) undertaken to maintain and improve professional skills. (Treas. Reg. 1.162-5 Coughlin v. Commissioner 203 F2d 307.) All seminars in North and South America are presented by Karrass Ltd. All seminars in other areas of the world are presented by Karrass Worldwide Ltd., a UK corporation, a wholly owned subsidiary of Karrass Ltd.

### Do you qualify for a discount?

Organizations listed below hold or have held license agreements with Dr. Karrass' In-House Effective Negotiating® program; you qualify for a discount for either program, if you work for a company or subsidiary of any organization listed.

- 3M • AC DELCO • ADP • ALCATEL • AOL • AMERICAN EXPRESS • ANHEUSER BUSCH • AT&T • AUTOLIV • AVENTIS PASTEUR • BAE SYSTEMS • BASF • BAX GLOBAL • BAXTER HEALTHCARE • BAYER • BF GOODRICH • BMG • BMW • BOEING • BOMBARDIER AEROSPACE • BORG WARNER • BP AMOCO • BRISTOL MYERS SQUIBB • CAPITAL ONE • CARGILL • CATERPILLAR • CEDARS-SINAI • CHASE BANK • CHEVRON TEXACO • CISCO • CIT • COCA-COLA • COLGATE-PALMOLIVE • CORNING • CUMMINS • DAIMLER CHRYSLER • DELL • DETROIT DIESEL • DEUTSCHE FINANCIAL • DIEBOLD • DOW CORNING • DUPONT • EASTMAN CHEMICAL • E-BAY • ERICSSON • ERNEST & YOUNG • FIRST DATA • FEDEX • FORD • FRITO-LAY • FUJITSU • GENERAL DYNAMICS • GENERAL ELECTRIC • GENERAL MOTORS • GEORGIA PACIFIC • GILLETTE • GOODRICH • GOODYEAR • GREEN BAY PACKAGING • GTE • GUARDIAN INDUSTRIES • GUIDANT • HALLIBURTON • HEWLETT PACKARD • HOECHST CELANES • HONDA • HONEYWELL • HORMEL • IBM • INTEL • INTERNATIONAL TRUCK & ENGINE • JOHN DEERE • JOHNSON CONTROLS • KIMBERLY CLARK • KODAK • KRAFT • KROGER • LG ELECTRONICS • LOCKHEED MARTIN • LUCENT • MARRIOTT • MEAD JOHNSON • MEADWESTVACO • MERCEDES BENZ • MERCK • MICHELIN • MICROSOFT • MITSUBISHI • MOBIL OIL • MONSANTO • MOTOROLA • NATIONAL SEMICONDUCTOR • NEC • NESTLE • NIKE • NISSAN • NORDSTROM • NORTHROP • NORTEL • NOVARTIS • NOVELL • ORACLE • OWENS CORNING • PANASONIC • PEPSI • PFIZER • PGE • PHILIP MORRIS • PHILLIPS • PITNEY BOWES • PILLSBURY • PPG • PROCTOR & GAMBLE • QUALCOMM • RAYTHEON • SAFEWAY • SAP • SCHLUMBERGER • SEMPRA ENERGY • SHELL • SIEMENS • SOLECTRON • SONY • SPRINT • SUBARU • SYSCO • TEXAS INSTRUMENTS • TIME WARNER • TOLL BROTHERS • TOSHIBA • TOYOTA • TRW • TURNER CONSTRUCTION • TYSON FOODS • U.S. STEEL • UNITED TECHNOLOGIES • VERZON • VISTEON • VOLVO • WAL-MART • WASHINGTON MUTUAL • WESTINGHOUSE • WEYERHAEUSER • WYETH-AYERST • XEROX • YAMAHA



**Dr. Chester L. Karrass,  
the leader in the field of  
negotiating.**

It is no surprise that the most successful negotiation seminar in the United States was created and designed by Dr. Karrass. No other negotiator in the country has a comparable background. Dr. Karrass has combined over 30 years of on-the-job experience with advanced academic credentials in negotiation techniques.

After earning an Engineering degree from the University of Colorado and a Masters in Business from Columbia University, he became a negotiator for the Hughes organization. There he won the first Howard Hughes Doctoral Fellowship Award, and spent three years conducting advanced research and experimentation in negotiation techniques before earning his Doctorate from the University of Southern California. He then returned to Hughes as a negotiation consultant.

In 1968, Dr. Karrass used his research and experience to create his pioneering EFFECTIVE NEGOTIATING® seminar, to help other business people master the strategies, tactics, and psychological insights of negotiating.

When he began holding these seminars, most business executives and professionals did not realize how much they actually negotiated. Now nearly one million professionals, including salespeople, buyers, corporate leaders, managers, engineers, financial officers, C.E.O.s and other international business people have attended Dr. Karrass' EFFECTIVE NEGOTIATING® seminar. Many participants have attended the seminar In-house, and more than half of the Fortune 500 corporations have licensed the KARRASS program.

Dr. Karrass is the author of five books on negotiation, including *The Negotiating Game*, and *Give and Take*, both of which are bestsellers in their field. His latest book, *In Business As In Life—You Don't Get What You Deserve, You Get What You Negotiate*, is filled with Dr. Karrass' latest Both-Win® techniques. It has already been declared "The Bible of Negotiation." This book is only available at the seminar.



**Listen to what Karrass graduates have to say.**

"Our seminar was held five weeks ago. As a result of what was learned during the training, nine successes have been reported that will yield approximately \$616,000 in cost savings. I believe that this is only the tip of the iceberg."

- Borg Warner,  
VP Supply Chain Manager

"This course has allowed me and my sales team to aggressively defend price reductions and in many cases re-negotiate issues that were thought to be dead."

- Radyne  
Director of Sales

"If I had taken this course 40 years ago, it would have changed my life immensely."

- WesternGeco  
Account Manager

"I have attended hundreds of business seminars in the past 20 years. None comes anywhere close to Karrass. Thank you!"

- Prestige Environmental, Inc.  
President

"Just after the class, one of the attendees went into a negotiation, and using the skills that she learned, was able to get a better deal for both parties. In one shot, the cost of the class was paid back."

- Schlumberger GeoQuest  
Sales Dept., Information Technology

**Space is limited...register today online at  
[www.karrass.com](http://www.karrass.com) or call us at (323)866-3800.**

# KARRASS can make you a more effective negotiator both inside and outside your organization.

*KARRASS offers a comprehensive group of seminars that can be easily tailored to your specific needs and challenges. There is a KARRASS program to match your budget requirements and bring tremendous value to your company. See your course leader for more details or call us at 1(323) 866-3800 or visit us online at [www.karrass.com](http://www.karrass.com) or [www.karrass.co.uk](http://www.karrass.co.uk)*

## **Effective Negotiating®**

The most widely attended negotiation program available anywhere. Because it works! When you need to negotiate with people outside your organization: customers, suppliers, finance, contractors, strategic partners, land development, government agencies, shippers and more. Learn how to negotiate Both-Win® deals. Develop the key skills that bring success in business and in life.

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## **Effective Negotiating® Inside Your Own Organization**

The negotiations you have with others in your own organization are some of your most challenging--and most important. How you handle these interactions in discussions and meetings impact your career. These negotiations can damage, or help organizational harmony, and your ability to get your job done successfully. This seminar focuses on three crucial skills: The negotiating of differences, the exchange of viewpoints and ideas, and the building of positive relationships.

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## **Effective Negotiating® 2 - The Follow-on Program**

For alumni of Effective Negotiating® this Follow-on Program builds upon the strategies and tools covered in Effective Negotiating® to enhance your capabilities to negotiate in the new business climate of the 21st Century.

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## **Effective Sales Negotiating**

Designed to help sales and marketing personnel make more successful agreements and achieve greater customer satisfaction in the process. *This seminar is presented on a private In-House basis only.*

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## **China Insight Workshop**

Learn how to turn a labyrinth of cultural obstacles into a land of opportunity for your company.

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## **Skills Development and Coaching Workshop**

Provides Effective Negotiating® alumni an opportunity to practice negotiation skills and techniques in an environment that closely resembles your actual work. *This seminar is presented on a private In-House basis only.*

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## **Implementation Workshop**

Designed to specifically apply methods learned at Effective Negotiating®. *This seminar is presented on a private In-House basis only.*

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## **The KARRASS Speakers Bureau**

Perfect for your next Sales event or Organizational meeting, providing entertaining and informative speakers and short workshops designed to enhance business and personal lives.

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**Ask your course leader for more information about any of these KARRASS programs or call KARRASS headquarters in USA: 1 (323) 866-3800 or KARRASS Worldwide in UK +44(0) 1202 853210**

Karrass  
8370 Wilshire Blvd.  
Beverly Hills, CA 90211-2333  
[www.karrass.com](http://www.karrass.com)

