



## *You don't get what you deserve in life, you get what you **NEGOTIATE**.*

**Ask any room of building professionals how you measure a construction project and they will say "Time. Cost. Quality." These are the technical measures of success in the building industry yet there is another one that can double the profits of businesses that manage it: How well people negotiate.**

*Negotiation is planned communication and relationship management. It engages people in a constant conversation with each other in how to get the most done with the least amount of effort. Negotiation is the one area that, when purposely improved, can make an immediate difference to Time, Cost and Quality.*

### **Time**

Good negotiators manage time better because they are always thinking about multiple solutions to the everyday problems that occur in the industry.

This thinking translates into better solutions more often. It also helps them manage contractors and other outside suppliers to make them more timely in their delivery of service to the business.

### **Cost**

Money is a major issue in construction however people who know how to negotiate will most often get a discount or the best deal. They certainly form the best relationships which always leads to fair pricing and value for money.

### **Quality**

Good negotiators know that getting the best quality is a matter of engaging everyone in a conversation about it on a regular basis.

People provide quality work for people they respect. People with negotiation skills know how to generate respect.

## **Return on Investment**

*No other investment in training people will return as well as introducing them to the basics of good negotiation and exposing them regularly to ways to increase these skills. Success Gym and the MBA have designed a series of one day courses in negotiation that are guaranteed to improve the interpersonal and persuasion skills of anyone working in the construction industry. These skills will help them win work, generate more cooperation, manage contractors and suppliers and improve relationships. This in turn will improve their skills in managing Time, Cost and Quality.*

*Course participants will practice 8 different role plays during training that will help them understand what to say and when to say it to get maximum impact. They practice ways to help people work with them to satisfy both parties and generate genuine win/win settlements. The tools they learn will help them deal with people who are in a much more powerful positions or who resort to dirty tricks.*

*This course gives people more ways to negotiate and more practice in negotiating the right way than many will learn in 5 years in the school of hard knocks. It is a step-by-step proven method for getting people to say yes even if they say no to start with. It will substantially improve anyone's skills and help them deal with the most difficult issue most people face in the construction industry.*





## **The Essentials of Negotiation**

**Armed with these theoretical and practical negotiation skills, people will be able to negotiate successfully who are in more powerful positions or who resort to 'dirty tricks'.**

### **Morning Session**

#### **Basic Psychology**

*We start with an introduction to the way people think so that we can understand how to motivate them in a negotiation. Participants learn how people think and what motivates them to cooperate. They also learn why body language is important and what it means.*

#### **The Tools of Influence**

*Once participants learn basic communication psychology they will learn tools that are designed to capitalise on this knowledge. They will learn the basics of successful negotiation and discuss the reasons why all successful negotiations follow the same basic set of steps. They will then practice a one-on-one negotiation and put some of what they have learned into practice.*

### **Afternoon Session**

#### **Negotiation Practice**

*The afternoon session involves plenty of practice and discussion of how to get agreement in any situation. Participants will practice dealing with people as diverse as a local council and various public interests on a development approval. They will also practice how to deal with a potential strike and how to present their ideas so that they are listened to and acted on. Most importantly they will be using the negotiation skills they are learning to deal with real situations that require negotiation skills.*

*This one day course gives people a solid background in negotiation skills and at least 4 practical sessions where they use what they learn. The course is guaranteed to improve people's communication skills and help them get a lot more from their interactions with people. It is specifically designed to give people at every level of the construction industry the ability to influence people and win their cooperation.*





## REGISTRATION FORM

**ALL BOOKINGS WILL BE CONFIRMED IN WRITING  
WHEN FULL PAYMENT HAS BEEN RECEIVED**

CONTACT NAME:.....  
 COMPANY NAME:.....  
 POSTAL ADDRESS:.....  
 SUBURB:..... POST CODE:.....  
 TEL:..... MOBILE:.....  
 FAX:..... EMAIL:.....

TRAINING COURSE NAME	TRAINING DATES(S)	ATTENDEE(S)	PRICE
<i>Essentials of Negotiation</i>			
<b>MEMBERSHIP NUMBER:</b>			<b>TOTAL PRICE</b>

**PLEASE BE AWARE WE CAN NOT CHARGE TRAINING FEES TO MEMBERSHIP ACCOUNTS**

**PLEASE TICK METHOD OF PAYMENT**

- DIRECT DEPOSIT \$.....  
 ACCOUNT NAME: MASTER BUILDERS ASSOCIATION OF NSW    BSB: 032249    ACCOUNT NO: 161594    BANK: WESTPAC
- PLEASE FIND ENCLOSED A CHEQUE FOR \$..... (PAYABLE TO MASTER BUILDERS ASSOCIATION OF NSW)
- PLEASE DEBIT MY CREDIT CARD FOR \$..... VISA / MASTERCARD / BANKCARD

NAME ON CARD.....EXPIRY DATE.....

SIGNATURE.....

**PLEASE RETURN THIS FORM WITH YOUR PAYMENT DETAILS TO:**  
**MASTER BUILDERS ASSOCIATION OF NSW – TRAINING DEPARTMENT**  
**POSTAL ADDRESS: PRIVATE BAG 9 BROADWAY NSW 2007**  
**FAX: (02) 9571 8830**

**TERMS & CONDITIONS**

- Payment is required with registration prior to the commencement date of the course/seminar/workshop.
- If unable to attend, a suitable substitute delegate is welcome at no extra charge.
- A full refund will be made for cancellations advised in writing and received ten (10) working days (Monday to Friday) prior to course/seminar/workshop commencement.
- Cancellation advised five (5) working days (Monday to Friday) prior to course/seminar/workshop date will receive a 50% refund.
- Transfer fee of 10% will apply for all courses/seminars/workshops postponed at the request of the participant less than ten (10) working days (Monday to Friday) prior to courses/seminar/workshop commencement.
- NO refund can be made for cancellations received less than five (5) working days (Monday to Friday) before the scheduled commencement of the course/seminar/workshop.

**OFFICE USE ONLY**

Participant ID:..... Payment \$..... Date:..... Initial:.....  
 Payment Method:  Direct Deposit  Cheque  Credit Card ( Visa  MasterCard  Bankcard)  Cash

**PAID  
STAMP**