



ADVANCED  
PURCHASING  
DYNAMICS

## Improving Strategic Negotiations

*A training course to optimize negotiation performance*

Hosted by Advanced Purchasing Dynamics, Inc.  
**February 23-24, 2011**

*Your goal is to excel despite fewer resources. The solution is APD's Strategic Negotiations course.*

Tailored for purchasing and sales professionals who embrace the “do more with less” doctrine, Advanced Purchasing Dynamics (APD) has designed a skill development course to rapidly upgrade your negotiations knowledge. Real world experts train purchasing and sales professionals in the hands-on how-to of achieving best state conditions.

Because APD focuses solely on providing guidance to buyers and sellers of manufactured goods and services, the skills learned during the two-day seminar deliver the precise knowledge you need with pinpoint accuracy. Our training materials, examples and cases are all based upon the types of negotiations typically encountered in a manufacturing setting.

The *Improving Strategic Negotiations* course provides key insights into the crucial elements for maximizing negotiation results: Preparation, Power and Aspiration. We train with workshop methodologies using tools that can be immediately incorporated in day-to-day work.

Participants in APD's course will:

- Understand differences between Competitive and Collaborative Negotiations and how to choose the best approach for each situation.
- Appreciate the impact the three elements of Preparation, Power and Aspiration have on negotiations.
- Learn techniques for raising personal Preparation, Power and Aspiration and lowering your opponents'.
- Be equipped with take-away tools to implement the knowledge gained.

The training course is scheduled for February 23<sup>rd</sup> -24<sup>th</sup>, 2011 in Plymouth, MI. Total per person fees are \$850, including lunch. The course will be trained in a hands-on workshop format, and attendance will be limited. To reserve a spot in this or a future session, please contact Advanced Purchasing Dynamics, Inc. at 734-927-0836 or email [adixon@apurchasingd.com](mailto:adixon@apurchasingd.com).

***Optimize your performance. Maximize your negotiations. Succeed in today's environment. Accomplish all three by joining us for APD's skill development course.***