

# Client Outcomes Report 2021

## Professional Negotiation Skills Program

### 2020-21 Participants

compiled on 15 July 2021

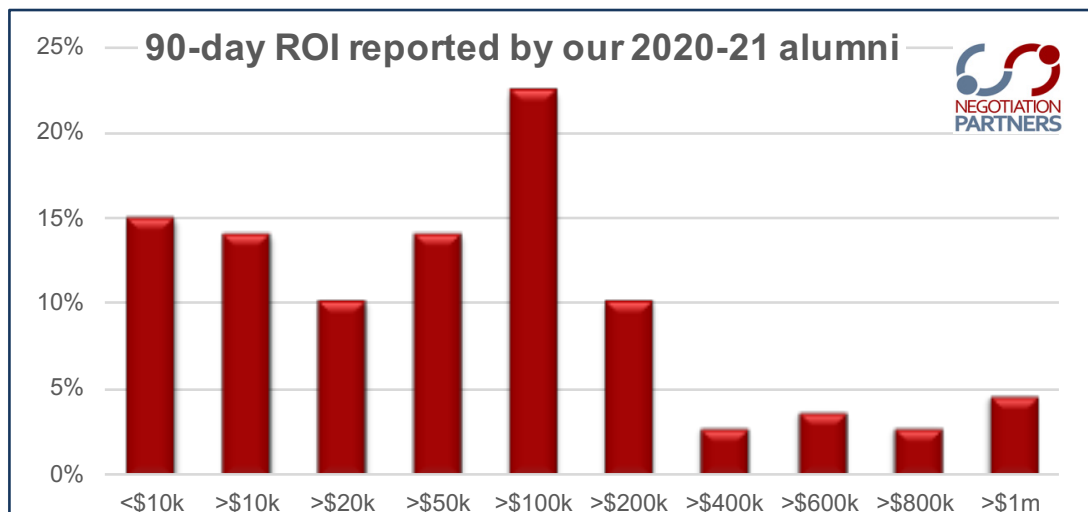
This report summarises the business outcomes reported by participants three months after completing our 2½-day Professional Negotiation Skills program. It includes the return on investment data received between 1 Jan 2020 to 30 Jun 2021 from all programs delivered.

### The return on investment (ROI) has been spectacular

Delivered through a challenging 2020-21, these outstanding results illustrate that negotiation skills are a sound investment in good times and absolutely essential in challenging times.

➔ **The ROI was 32.0 times our program fee, a spectacular \$19,220,000\***

- ➔ 42% of our alumni achieved their personal ROI target within 14 days
- ➔ 47% reported wins in excess of \$100,000 after 90 days



\*This figure is indicative only, but even if we discount some of the reported 90-day ROI to allow for some exuberance in reporting, it remains a truly outstanding result for our program alumni.

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## The program has delivered value for our clients

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Beyond financial outcomes, improved negotiation skills have also allowed our alumni to secure a wide range of high value, non-financial benefits.

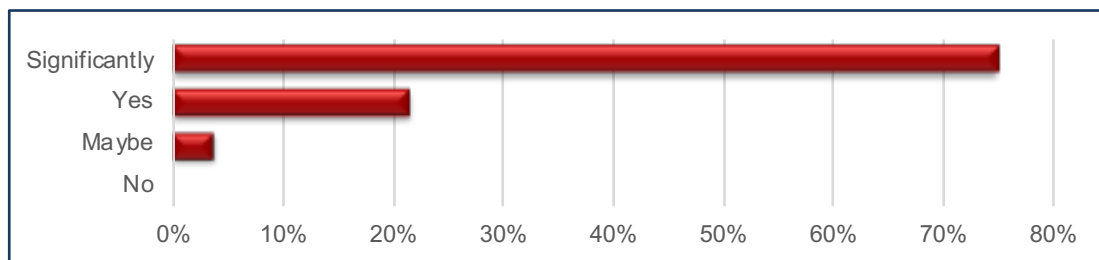
- ➔ **78% of our alumni reported three or more different benefits**
- ➔ The most common 'wins' reported:
  - ➔ Delivering improved commercial outcomes
  - ➔ Giving away fewer concessions
  - ➔ Producing greater internal alignment by reducing internal conflict
  - ➔ Improving commercial relationships by reducing external conflict
  - ➔ Extending a profitable relationship, either in time, volume or scope
  - ➔ Reducing risks or other liabilities

## The program has created a lasting impact for participants

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Everyone can benefit from learning advanced skills. The great majority of the senior and experienced staff we work with report that their skill level increased significantly.

- ➔ **96% improved their negotiating performance, 75% improved significantly**



- ➔ The three most common improvements reported:
  - ➔ 71% reported being more in control of the negotiation process
  - ➔ 63% were more confident and better prepared when negotiating
  - ➔ 50% were more flexible in their negotiation style
- ➔ 70% continue to consult their course notes and negotiation checklists
- ➔ 72% keep their course collateral handy to remind them to trade for value



## The program has delivered personal benefits for participants

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The ability to negotiate is a life skill, not just a business skill. Our clients also value the diverse personal benefits this training provides to their staff.

- The most common personal benefits reported:
  - Being more confident when negotiating
  - Achieving a better deal on a personal purchase or sale
  - Experiencing improved job satisfaction as a result of their negotiation skills
  - Managing personal or domestic conflict more successfully

## Our portfolio of programs and services

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This report only covers the outcomes reported from our flagship Professional Negotiation Skills program. Clients also engage us for other programs and consulting services that are beyond the scope of this report.

- Our most popular negotiation skills programs and services during 2020-21:
  - Consulting Services on key negotiations
  - Professional Negotiation Skills program (2.5 days)
  - Introduction to Negotiation Skills program (1 day)

## Report Statistics

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**Report Date:** 15 July 2021

**Report Period:** 1 Jan 2020 to 30 Jun 2021

**Attendees:** 160 participants

107 completed the 90-day Outcomes Survey to date (67% response rate)

### **Clients whose 3-month outcomes data is reflected in this report:**

This report includes all of the outcomes data submitted during the reporting period.

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