

The *Alchemy* of Negotiation® Return on Investment Report

Professional Negotiation Skills Program

2019 Participants

compiled on
20 May 2020

This report summarises the business outcomes reported by participants three months after completing our 2½-day Professional Negotiation Skills program. It covers all programs conducted from January to December 2019.

The return on investment (ROI) has been spectacular

- ➔ **The ROI was 23.7 times our program fee, a spectacular \$18,265,000***
- ➔ 30% of our alumni achieved their personal ROI target within 14 days
- ➔ 43% reported wins in excess of \$100,000 after 90 days

The program has created a lasting impact

- ➔ **97% improved their negotiating performance, 68% significantly so**
- ➔ The three most common improvements noted were:
 - ➔ 67% reported being more in control of the negotiation process
 - ➔ 66% were more confident and better prepared when negotiating
 - ➔ 58% were more flexible in their negotiation style
- ➔ 89% continue to consult their course notes and negotiation checklists
- ➔ 78% keep their shark-fin or mousemat handy to remind them to trade for value

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

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The program has delivered value for our clients

- ➔ **84% of our alumni reported three or more different benefits**
- ➔ The most common 'wins' reported were:
 - ➔ Giving away fewer concessions
 - ➔ Delivering improved commercial outcomes
 - ➔ Producing greater internal alignment by reducing internal conflict
 - ➔ Improving commercial relationships by reducing external conflict
 - ➔ Reducing risks or other liabilities
 - ➔ Gaining more concessions from the other side

The program has delivered personal benefits for participants

- ➔ The most common personal benefits reported were:
 - ➔ 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

Report statistics

Report Date: 20 May 2020

Report Period: January to December 2019

Attendees: 220 participants attending 24 separate programs
116 completed the 90-day ROI survey to date (53% response rate)

Clients whose 3-month ROI data is reflected in this report:

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

During the report period, we have worked with a wide range of clients including:

Novartis, Merck (AU & Asia), Linfox, Bunnings, Thales, Norske Skog, Dep. of Defence, CSIRO, Housing New Zealand, Built, Flightcentre Travel Group, SITA (Europe), Green Cross Health (NZ), Commonwealth Bank, Nova Systems, Monash University and others.*

*Some clients engage us for consulting services and other courses that are subject to different ROI reporting.

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