

Keynote

The WOW Effect
in Win-Win Negotiations

Jasmin
Bergeron



The WOW Effect in Win-Win Negotiations



PRESENTATION OUTLINE

Lowering client interest in negotiating

- Preparation and negotiation go hand-in-hand
- Strategies for establishing a value- (not price-) based approach
- Distinguishing “shoppers” from serious customers

Are you a negotiator or an advisor?

- The best advisors rarely negotiate. How come?
- Do you sell price or advice?
- Changing the client’s attitude about negotiation

Win-win negotiation principles

- Getting the client's commitment
- The “Three Whys”
- Casting doubt on competing offers
- Reducing your concessions or asking something in return?
- Ending negotiations with a WOW!

Real examples of success

- Winning "win-win" negotiating techniques
- Negotiating with tough customers
- What to do when emotions are running high
- Innovative strategies involving technology from the best negotiators
- The first steps to practice what you have learned and WOW people when you'll negotiate after the presentation

Keynote Introduction

The most successful negotiators are usually those with a win-win perspective! Omnipresent competition brings clients to expect a lot, while spending as little as possible. With modern technology making everything easy and fast to compare, clients who negotiate will continue to increase in the future. The best negotiators know how to increase their perceived value to customers, respect their customers, while minimizing the impact of the price. It is in this perspective that the keynote "The WOW Effect in Win-Win Negotiations" was developed.

This keynote, based on practice and interaction, was designed in cooperation with several people who are successful in win-win long-term negotiations. The best behaviors and strategies will be discussed using real-life examples according today's business reality. During the keynote, testimonials, principles and tips that you can apply quickly will be suggested in order to make your experience as enriching and valuable as possible!

Jasmin Bergeron, CSP, MBA, Ph.D.

Keynote Speaker

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KEYNOTES
WOW!

JASMIN BERGERON

The WOW Effect in Win-Win Negotiations

Who is Jasmin Bergeron?

After an early career in professional selling, Jasmin Bergeron, Ph.D., CSP (Certified Professional Speaker) is now a veteran of 2000 keynote presentations and workshops in 12 countries around the world! Jasmin received the “Certified Speaking Professional” designation, which is the highest international designation that can be earned in the professional speaker industry worldwide. Jasmin is also a full professor at the Business School of the University of Quebec in Montreal. He also authored or co-authored of five books, 40 scientific research papers and over 100 newspaper articles in journals such as The Wall Street Journal.



Jasmin’s main objective is to deliver practical tips and tools that can be implemented immediately. Delivering well-researched and relevant insights, Jasmin Bergeron is known for his interactive, humorous and value-oriented approach. Jasmin is a fully bilingual speaker who has a unique ability to simplify seemingly complex challenges in a way that will provide your audience with a fresh and useful perspective. Attendees particularly value the memory aid he hands out at the end. You will leave Jasmin’s keynote refreshed, energized and more confident than ever that you are prepared for the road ahead.

Testimonials – A Professional Speaker Who Will WOW You!

“I saw three of your keynotes and this was by far the best! Again, tricks on how to negotiate a win-win without losing the shirt off your back!”

Martin Allard, Senior Advisor, Multi-Pret Mortgage Agency

“I attended your presentation at the Investors Group Apex Summit in Montreal and I am very satisfied. We talked a lot about you and how you explain things with wit and professional style!”

Andre Goudreau, Principal Director, INVESTORS FINANCIAL GROUP

“Jasmin, thank you for giving us a keynote adapted to our specific needs! I greatly appreciated your listening skills. The experience was a big hit and we are ready and willing to negotiate differently!”

Sylvie Santerre, VPA Training, LAURENTIAN BANK

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