



# Negotiate. Influence. Succeed.

Barry J. Elms presents the Key Elements of Negotiation

Tuesday, May 5, 2009

1:00pm Eastern / 10:00am Pacific

\$149 NACM members / \$199 non-members

### What You'll Learn In Barry's 90-Minute Webinar

We all negotiate. Whether at home or at work ... for business or personal reasons ... we negotiate every day of our lives. But how much richer would our lives be if we REALLY knew how to negotiate?

Find out on May 5 when **Barry J. Elms** brings his highly acclaimed negotiations seminar to the Web. In this fast-paced 90-minute session, you'll learn:

- The 5 key elements that control all negotiations — and how to define and use each one
- How to defend or neutralize these elements when someone uses them on you
- What to do when you're at opposing points ... and what NEVER to do first

**BONUS:** Your registration includes 4 weeks' FREE access to an online "classroom" for further discussion. You and your peers will learn from each other by sharing real-life experiences, and receive coaching from Barry Elms!



### Meet Barry J. Elms — America's Business Coach for Negotiations

Barry, president of Strategic Negotiations International, is well-known to NACM audiences throughout the country. During a speaking career that spans more than 20 years, Barry has given more than 2,000 presentations worldwide. His energetic style and dynamic message will keep you on the edge of your seat.

His entertaining and inspiring material is appreciated by a portfolio of clients that includes General Motors, Ford Motor Credit, American Express, Verizon, Dell, Shell Oil, The Federal Reserve, and many other leading companies.

Born and educated in England, Barry has worked in sales, customer service, and credit management, as well as being CEO of companies in both Europe and America. In addition to being a world class public speaker, Barry also is the author of numerous video and audio programs including "Negotiate Your Way to Success," "Advanced Negotiation Skills," "Dialing for Dollars" and "The Art of Getting Paid."

To register, click on the link below.

After you've registered, be sure to check out all the other great offerings within the Business Credit Learning Center!

NEW USERS: If this is your first Business Credit Learning Center course, you'll need to create a new account and set up your profile before registering.