

Advanced Sales & Negotiations Workshop Offered by Presentation Excellence

Dr. Jerry Cahn Leads the Interactive Program on May 21 in New York City

New York, NY – April 6, 2009. Presentation Excellence, a resource center providing strategic presentation and consulting services for executives, announced that its results-driven Advanced Sales & Negotiations Training Workshop will take place on May 21, 2009 in midtown Manhattan.

“Few people ever get formal training in Sales and Negotiation, though they engage in those activities every day in their personal and business lives,” stated Jerry Cahn, Ph.D., J.D., President and CEO of Presentation Excellence. “In this difficult economy, where whole industries are being transformed and companies are cutting back on expenses in order to survive, it is critical that executives and sales professionals know how to sell their ideas, products and services efficiently and effectively, and negotiate the best terms, not just for the immediate transaction, but also, for long-term relationships. The workshop enables participants to strategically plan for their typical sales and negotiations encounters and execute those plans in order to achieve success more confidently and persuasively. The goal is to give participants the S&N Advantage so they can close more deals, more profitably and more easily.”

In the highly interactive Advanced Sales & Negotiations Workshop, attendees learn how to:

- Plan and prepare for a S&N event
- Sell and negotiate with the right party
- Articulate your position and its special value
- Harness powerful persuasion strategies and tactics
- Recognize psychological biases and other interferences
- Respond effectively to others’ sales and negotiation strategies and tactics.
- Add value to go beyond the immediate transaction.

The workshop is limited in size to enable students to apply what the principles that they learn to their own situation. Each participant engages in several exercises and role plays including those from the real-world challenges that the person has or will face. As a result, the results-driven program is especially valuable to sales people, buyers and deal makers for whom developing new S&N perspectives and practicing the new skill-sets will lead to improved performance.

In addition to heading Presentation Excellence, a firm which services investment banks, venture capital firms, Fortune 500 and other companies with presentation, business development and leadership coaching services, Dr. Cahn teaches at CUNY’s Baruch College courses in Entrepreneurial Communications: Sales & Negotiations (MBA), Leadership Development (MBA), and Business Policy (BA).

To register for the program, visit www.presentationexcellence.com/S&N_Workshop.html. The cost of the program is \$995; register before April 30, 2009 for the early-bird discount of \$200.