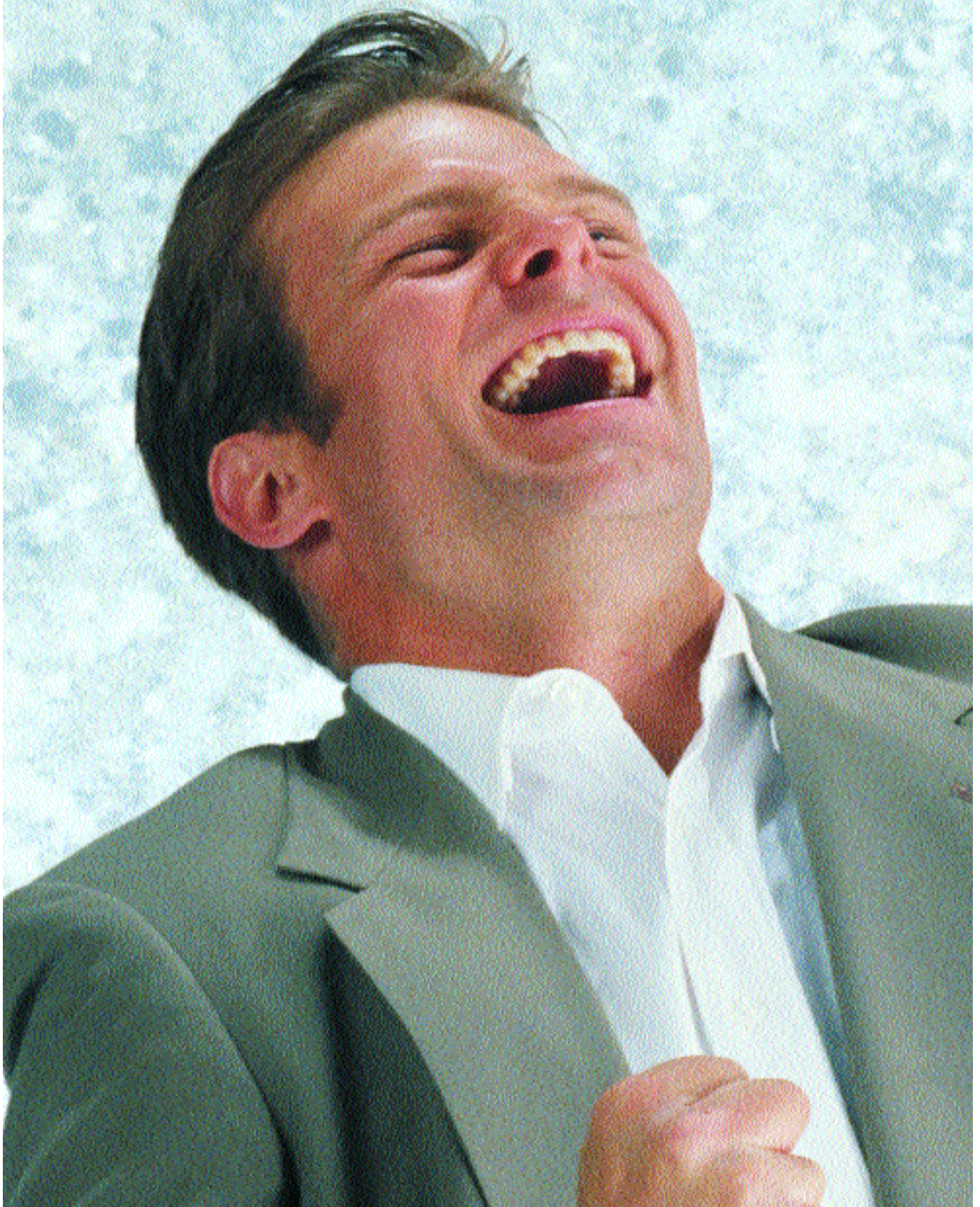


Actual Photo of Man Working on
His Negotiating Skills.



It's good for your career.

It's good for your company. But did you know that it's also good for your funny bone?

Many people are surprised at how much sheer fun it is to spend two days at a Karrass negotiating workshop. They figure that anything that good for them must be somewhat painful. Like wheat-grass juice. Or your first session with Brutus, the personal trainer.

But like the negotiating skills we teach, our workshops are a win-win situation. You win later, when your career and your bottom-line improve. And you win now, when you meet your peers, trade stories and experiences, test your wits against each other, and generally have a blast.



You learn to squash your opponent under your foot – not!

Contrary to common perception, great negotiators do not dominate their adversary. (Neither do they call them “my adversary.”) We teach you to build solid, long-term relationships that satisfy both parties. Often, price is not the most important issue. Service, reliability, and convenience may count for more. By asking the right kinds of questions and delving into the other person's *true* needs, deals can be made that leave *both* parties feeling that they got a bargain. At Karrass, we teach you to achieve that.

Can Microsoft, GM and Turner Broadcasting all be wrong?

Don't be fooled. Despite the light-hearted and casual atmosphere at the Karrass workshops, we are deadly serious about getting results. Our techniques grew out of the pioneering work of Dr. Chester Karrass, whose books on negotiation are widely considered to be the definitive word on the topic.



After receiving his MBA from Columbia University, Dr. Karrass became a negotiator for the Hughes organization, where he won the first Howard Hughes Doctoral Fellowship Award. He then spent three years conducting advanced research and experiments in negotiation techniques before earning his Ph.D. from the University of Southern California. Dr. Karrass crystallized his findings into a practical course to help business-people and the Karrass workshops were born.



Departments That Can Benefit From An "EFFECTIVE NEGOTIATING"[®] Workshop

Credit & Collection
Customer Service
Engineering
Environmental
Human Resources
Information Technology
Legal
Maintenance

Marketing
New Business Development
Purchasing
Quality & Assurance
Sales
Special Projects
Traffic & Logistics

The Karrass workshop is now offered in 92 cities in the USA, Canada and Mexico as well as 22 cities around the globe. See back panel for schedule.

The workshop ends –the learning continues

Bring a knapsack on your last day – you'll need it to carry home all the stuff we give you! To insure that you keep the lessons fresh for years to come, all workshopers receive two of Dr. Karrass' hardcover books, the Effective Negotiating® workbook and a set of 11 audiotapes. These materials are not available anywhere else, but they are yours free as a Karrass workshop participant.



"It was the best seminar I've ever taken. It was an excellent use of my time."

*—John Vernagus,
Sprint*

"I now realize that I can negotiate anything. I use the techniques all the time and have changed my way of negotiating."

*—Stewart Bishop,
Quaker Oats*

After finishing the Karrass Workshop, many participants are really mad!

They smack themselves in the forehead and say "Why didn't I take the course sooner?" They reflect back on deals botched, clients alienated and profits that never were.

But, they don't stay mad long. They soon come around to thinking about the future, with anticipation of better, more effective handling of the deals, clients and profits yet to come.

Time is money; don't delay!

The seminar cost is usually earned back within days due to the lessons learned – while the earnings continue for your entire career. Call now to reserve your place and take your business relationships to a whole new level of confidence and competence.

[Call Infocus Training 310-271-9005](tel:310-271-9005)

Sure, you want to make a good deal.

But this is only practice at a Karrass workshop and no one is watching but your instructor. An instructor who is trained to analyze your negotiating style and help you fine-tune it for greater success.

So go at it. Try every negotiating tactic you've always wanted to try. You'll win some, you'll lose some and most of all, you'll have a lot of fun testing your wits and your skills against other savvy businesspeople. You'll trade stories from the trenches with classmates such as sales managers and company presidents who do lots and lots of negotiating. You'll be doing something good for your career, good for your company and even, occasionally, good for your funny bone.

And our videos? Don't even get me started. Negotiating is about human behavior and human behavior around money can often be...hilarious. We show you how to do it wrong, how to do it right, and how to escape from some common negotiation traps.



"I am much bolder in my negotiations and my clarity of thought has never been greater"

*—Cynthia Williams Shipper
Wilson Sporting Goods*

KARRASS

"EFFECTIVE NEGOTIATING"[®] Workshop

At a **KARRASS "EFFECTIVE NEGOTIATING"[®] Workshop** you will learn how to make better, more successful agreements by:

STRATEGIZING MORE EFFECTIVELY – By developing a systematic and comprehensive approach that will give you more control over the negotiation.

MAKING BETTER WIN-WIN AGREEMENTS – By thinking like an entrepreneur, and making more creative deals that will bring added value to both parties.

REDUCING TENSION AND AGGRAVATION – By setting up a more beneficial negotiating climate to lower the tension level and make the negotiation process more productive, and less adversarial.

TAKING ON A FIRM PRICE – Methods for challenging the other party's firm position, even in your personal life when buying a house, car, or major appliance.

BUILDING STRONGER LONG-TERM RELATIONSHIPS – By providing greater satisfaction to the other side without making costly concessions.

UNDERSTANDING TACTICS – By identifying tactics, how to handle them, and how tactics can open the door to finding a better deal for both parties.

MAINTAINING THE INITIATIVE WHEN UNDER PRESSURE – By dealing with tough, aggressive tactics that are intended to put you on the defensive.

UNDERSTANDING THE OTHER PARTY – By uncovering what the other person really wants.

GAINING NEGOTIATING LEVERAGE – By developing insight into your own hidden sources of strength; and learning how to uncover the limits of the other party's power.

BREAKING A DEADLOCK – By applying win-win approaches that resolve negotiating impasses and get the talks moving again.

Do you qualify for a discount?

These companies have agreements with Karrass that qualify all of their employees, plus the employees of their subsidiaries, to a discount on the two-day Effective Negotiating[®] course.

Abbott Labs	CITGO	General Dynamics	Kaiser Aluminum	Pillsbury Co.	Texas Instruments
Aerojet General	Coca Cola USA	General Electric	Litton	Playtex	Tinker AFB
A.G. Edwards Co.	Control Data Corp.	General Motors	Lockheed Martin	Polaroid	Toyota
Air Products	Convair	Georgia Pacific	Lubrizol	Pratt & Whitney	Toys "R" Us
Airtouch Cellular	Corning	B.F. Goodrich	Lucent	Aircraft	Trane Co.
Alcatel	Coulter Electronics	Goodyear	R.H. Macy & Co., Inc.	Procter & Gamble	Tropicana
Allied-Signal	Cummins Engine	GPU Nuclear	Martin Marietta	Raytheon	TRW
American Standard	Compaq	Green Giant Co.	McDonnell Douglas	Roadway	Turner Broadcasting
AMCO	Deutsche Financial	GTE	Meijer	Rockwell	Turner Construction
Army Air Force	Dow Chemical	Harris Corp.	Merck & Company	International	University of California
Exchange Service	Dow Corning	Hamilton Standard	Michigan State	Saturn Corporation	Unisys
Arvin Industries	Dun & Bradstreet	Hanscom AFB	University	Scientific Atlanta	USX
Associated Spring	DuPont	Hewlett Packard	Microsoft	Shell Oil	United Technologies
AT&T Technologies	Duquesne Light Co.	Hoechst Group	Mobil Oil	Siecor	Visteon
Bayser	Eastman Kodak	Honeywell	3M	Siemens	Washington Metro
Bechtel Corp.	T. Eaton	Hughes Aircraft	National	Sikorsky Aircraft	Transit
Bell Communications	Enron	IBM	Semiconductor	Sony	Westinghouse
Bell South	Envirotech Corp.	Independence Blue	Navistar	Storage Technology	Wright Patterson AFB
Boeing	Ernst & Young	Cross	Navy Resale	Target Stores	Weyerhaeuser Co.
Boise Cascade	Exxon	Inland Steel	NCR Corp.	Tektronix, Inc.	Xerox
Borg-Warner	Fairchild	International Paper	Nike		
Cargill	Fannie Mae	ITT	Nordstrom		
Charles Schwab	First Data	Jet Propulsion Lab	Northrop Grumman		
Chase Bank	Florida Power & Light	J.A. Jones	Nucor		
Chrysler Corp.	FMC Corp.	Construction	NYNEX		
CIL, Inc.	Ford Motor Co.	John Deere	Oscar Mayer		
Cincinnati Milacron	Frito-Lay	Johnson Controls	Otis Engineering		



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