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To The Negotiation Experts.

I would like to say thank you for the effort you put into the Advanced Negotiation Skills course attended by my global sales teams. The excellence of the delivery and the relevance of the material were very much reflected in the comments during and after the course by the sales team. **Building upon the experience of your prior courses**, one of the most important lessons was the value of collaboration both as a team and with the other party in the negotiation. In order to create fair value for both parties this has to be done in the right manner and the tools helped here rather than allowing events to dictate the outcome. There were other important lessons mentioned in the discussions, such as the reinforcement of the need to use and grow existing skills, the value that can be obtained in a challenging role play which was an outcome of your very thorough pre-course preparation. Learning from the feedback from yourself as well as self-observation in the video was a common theme.

Some of the group were new to our sales team and an unexpected benefit was the way different groups immediately became true teams and this showed in the incredible commitment to their preparation for the climax of the course. Now that the sales team members have a new understanding of the tools at their disposal they are eager to use them to bring more value to their relationships with our customers. Even though we had set a high level of expectation the overwhelming feedback was that expectations had been more than met and I would like to express my own appreciation that the outcome was such genuine success.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Ewald Braith", written over a printed name.

Ewald Braith