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NEWS RELEASE

Pay Per View Live Broadcast

***July 10, 2003
2:30 – 4:00 p.m. ET / 1:30 – 3:00 p.m. CT***

Negotiation Skills Refresher: A “Gain-Gain” Approach to Profitable Negotiation

By popular demand, Associate Professor Robin Pinkley, SMU Cox School of Business is leading in the negotiation skills program. ORIGINALLY scheduled as a webinar, we met Dr. Pinkley last month and decided that you needed to SEE her in person and not just hear her on the telephone. She has graciously agreed to do a live, satellite broadcast. THE GOOD NEWS for our CTN subscribers is that they will now have a 90-minute video to supplement their in-house negotiation training.

Target Audience: All employees, supervisors, managers, and leaders!

Presenter:

Dr. Robin Pinkley, Associate Professor, Southern Methodist University Cox School of Business

Program Description

This program will teach basic negotiation skills for common business situations. Employees will develop a better understanding of what skills are needed to successfully negotiate contracts, agreements, and assignments.

Dr. Pinkley's new "gain-gain" approach to Master Negotiation provides a third approach to help you keep your eye on the real prize - maximizing your own utility - without jeopardizing long-term relationships. Dr. Pinkley has discovered that the most effective of all negotiators – the Master Negotiator –is able to take the other party's hand and lead him to where she wants him to go. Pinkley's strategic gain-gain approach to Master Negotiation provides a strategic map to guide you and a quiver of strategic arrows to help you create and claim value along the way.

To register for this PPV live broadcast & webinar, contact:
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