



**The Voice of the Customer**



**Robert Menard**

**Negotiation -  
The most essential business skill**

On February 07, 2007, the Preston Center Rotary Club will feature a talk by Robert Menard, a nationally recognized authority on negotiation and author, speaker and trainer on the topic.

According to Menard, *“Negotiation is poorly understood by most folks as virtually no one has had extensive training in it. We tend to regard it with distaste, as if it involves picking some one’s pocket”.*

He adds that, *“Since we all negotiate virtually all the time, it just makes sense to do it well. Moving away from arguing about price and toward the lowest Total Cost of Ownership is a required first step. The truth is that buyers and sellers do not want the same thing – buyers want the stuff and sellers want the money. This fact is the basis for Win-Win negotiation.”*

In a Google search of “Robert Menard” on January 05, 2006, he came up first, second, third, and sixth. Bob is also the only member, ever, of the National Speakers Association to show up in a search under “purchasing expertise”.

Menard’s book, “You’re the Buyer – **You Negotiate It**” and his CD sets on negotiation, a 2 CD set on Tactics and Counter Tactics, and a 3 CD set, Communication Skills and Personality Management, will be available.

**When** Thursday, February 07, 2007 from 7:30 AM to 8:30 AM  
**Where** Park Cities Club Dallas, TX  
**Why** Increase comfort and skill in negotiation, and vastly improve results

- Professional speaker, corporate trainer, author, and negotiation expert, Bob has delivered 2,000 keynote, seminar, workshop, and entertainment talks in the US and abroad for clients such as:
- Corporations & Trade Associations**
- Aerojet Corporation
  - Cabot Microelectronics
  - Burlington Northern Santa Fe RR
  - Lehigh Pacific Cement
  - Atofina Petrochemicals (France)
  - Schlumberger Oil Field Services
  - Energia Petrobras (Argentina)
  - Gourmet Award Foods
  - Canadian Precast/Prestressed Concrete Institute
  - United Rentals
  - Portland Cement Association
  - Sealants, Waterproofing & Restoration Institute
  - Fabcon, Inc
- Public Sector**
- Parkland Hospital
  - Alabama Governor’s Conference
  - University of Texas
  - Dormitory Authority of State of NY
  - City of San Antonio
- Professional Associations**
- American Purchasing Society APS
  - American Management Association
  - Institute for Supply Management ISM (formerly NAPM)
  - American Producti0n and Inventory Control Society APICS
  - Warehouse Education and Research Council WERC.

Contact Bob at 214.513.8484 or email at Robert.Menard@RobertMenard.com



www.RobertMenard.com      www.YouNegotiateIt.com  
**Sell for a dollar, earn a dime - Save the same dollar, earn ten dimes**

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