

Training Overview

Our corporate training programs are designed for those who aim for better **negotiation outcomes with smoother and more collaborative processes**.

Each program is tailored to help people build their confidence and capabilities in negotiating at work. Participants will understand their **individual negotiating style** and **learn the tools for delivering positive results** for themselves, their team and the organisation.

Negotiating is a learned skill, typically learnt on-the-job so strength in this skill builds by understanding the foundations of a good negotiation and consistent practice. Our programs **guide participants** through the **four key stages** of a good negotiation, our **APEC Framework: Accept | Prepare | Engage | Close**, breaking down the process to follow a **tried and tested framework** for good outcomes, every time.

Attendees will practice real-life situations to ensure that **practical application of skills** is part of the process, building confidence to **hit the ground running post training**.

Our Negotiation Fundamentals programs are created to help attendees achieve better and more consistent results. Whether closing external business deals, influencing critical cross-department conversations or having the uncomfortable conversations within teams, this program will help people achieve their goals while **developing and maintaining important professional relationships**.

87% of people
are either sometimes
or always apprehensive
about negotiations
(ref salary.com)

Who should attend

Our programs have been created for:

- Those who **make money** for the company
- Those who **save money** for the company
- **Managers** - front line to senior leaders
- **Individual contributors** for skills improvement
- **Whole teams and BUs** improve these skills

OUTCOMES

Individuals who participate in our programs:

- Become **better communicators**
- **Gain confidence** for complex negotiations
- Achieve **improved financial outcomes**
- Build **stronger business relationships**

Organisations with more good negotiators see:

- Increased **x-team collaboration**
- Positive impacts to **productivity**
- Better **customer satisfaction** interactions
- Improved **staff retention**
- **Better results** by saving/making more money

Program options

We offer training sessions from 90-minutes up to full-day tailored programs, as well as online training modules. Programs involve:

- **Tailored session** ensuring team goals are achieved
- Participant **pre-work** to maximise time
- Practical **F2F working session**
- Post training **make-it-stick** program
- Optional **1-on-1 coaching** sessions

Support ongoing learning with a copy of the book.

Let's get started

Contact us today:

Sam Trattles 0411 342 582

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A little about your facilitators

[Sam Trattles](#) – Negotiation Subject Matter Expert



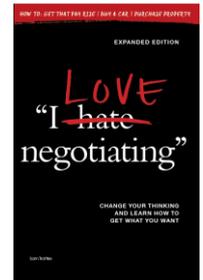
Sam Trattles has built a career around negotiating and revenue strategy – through marketing, brand, and sponsorship roles over the last 20 years including Head of Sponsorship at Telstra and PricewaterhouseCoopers. Sam has negotiated, leveraged, and delivered partnerships worth more than \$450M across industries including sport, music, the arts, not-for-profit, and grass roots.

Sam works with brands, founders, CMOs and deals negotiators and their teams, helping them redefine their mindset around negotiation, building their negotiation capability and confidence, and unlocking their true negotiation potential.

As a Commercial Deals Negotiator, Sam loves negotiating, and even wrote the book on it – *I Love Negotiating: Change your thinking and learn to get what you want* – A practical guide to transforming your approach to negotiating, with a framework to help you conduct good negotiations every time.

Sam is a straight shooter, she is practical and likes to share her knowledge to help others learn to love negotiating (or at least, not to hate it).

Because it's worth a great deal!



[Sarah Procajlo \(nee Sugar\)](#) – Negotiation and Stewardship Strategist



Sarah has built significant commercial partnerships, activations, and rights negotiations across the sport and entertainment industries. With more than a decade's worth of experience, she has successfully driven, packaged, and negotiated multimillion-dollar sponsorship programs for sporting teams and major events, including Australia's #1 arena, Qudos Bank Arena.

As Other Side of the Table's strategist, she takes on commercial strategy reviews, creates sponsorship strategies and ensures daily stewardship of the partnership, and builds go-to-market commercial plans and tools. She also ensures that their clients' portfolios are aligned to their marketing strategy.

Her negotiation style (and general style) is inclusive, pragmatic, and calm. She is focused on securing outcomes that inspire healthy, long-term partnerships.