



COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

Webinar – On-Demand Web Link

Negotiate to Win™: Essential Negotiation Skills for Community Bankers

Thursday, March 29, 2018

2 - 3:30 p.m.

The effectiveness of most things you do — whether it's bargaining with customers over rates or structure, supporting credits through the approval process, dealing with staff performance, sorting out compliance issues with regulators, or managing everyday differences with colleagues, clients, friends, and significant others — is largely determined by how well you negotiate. Mix in industry trends — commoditization and oversupply (translation: increasingly brutal competition); customers who feel more powerful, less loyal, and more inclined to negotiate than ever before; and a major emphasis on improved earnings — and the conclusion is inescapable: it's time to improve your negotiation skills. Join us for a no-nonsense, how-to webinar that jump-starts your skills with key negotiating fundamentals. Begin a transformational improvement in the way you negotiate now!

HIGHLIGHTS

- Competently employing the best negotiation practices
- How major trends in financial services have made skillful negotiating more important than ever
- Distinguish persuading and selling from negotiating, and know when to use each skill
- The central role of face, ego, and self-esteem in successful negotiating
- Understand the anti-negotiation bias in American culture and overcome the natural reluctance to bargain
- Effectively preparing for negotiations
- Manage concessions more effectively and avoid unnecessary concessions
- Achieve long-lasting, mutually profitable “win-win” solutions more consistently

TAKE-AWAY TOOLKIT

- Electronic copies of Jim Thomas's bestselling book, *Negotiate to Win*, and the Negotiate to Win for Bankers Workbook
- Employee training log
- Quiz you can administer to measure staff learning and a separate answer key

Attendance verification for CE credits provided upon request.

WHO SHOULD ATTEND?

The webinar benefits all lenders, business development officers, cash managers, credit officers, and compliance professionals.

ABOUT THE PRESENTER

James C. Thomas, Jr., Esquire, Common Ground International, is a Washington, D.C. attorney, speaker, trainer, media personality, and world-renowned negotiator. In his 35-year career, Thomas has negotiated everything from mergers and environmental agreements to nuclear arms deals. A frequent television guest and a popular speaker, he is the author of the acclaimed international bestseller, *Negotiate to Win*. Thomas graduated from UCLA and Georgetown University Law Center, Washington, D.C.. He sits on several corporate boards and teaches at the University of Washington's Pacific Coast Banking School, Seattle, the Graduate School of Banking at LSU, Baton Rouge, and at the Georgetown University Law Center.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK**

Can't attend the live webinar? The ON-DEMAND WEB LINK** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK**

Includes options 1 and 2 above.

NEW! Listen to the on-demand web link on your iPad, iPhone, or Android. Instructions are emailed to you with the on-demand link.

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AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE.

REGISTRATION FORM

Negotiate to Win™: Essential Negotiation Skills for Community Bankers Telephone/Webcast
Thursday, March 29, 2018 2 - 3:30 p.m.

Choose Your Training Option:

Purchase (Check one)	Training Options <i>(Registration includes one location hook-up)</i>	CBAI Member	Prospective-Member*
	Live Webinar	\$275	\$475
	On-Demand Link**	\$275	\$475
	Special Pricing for Live Webinar & On-Demand Link	\$375	\$575

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Material Delivery Options

Check here if you are unable to receive your hook-up instructions and materials via the Internet and hard copies will be mailed to you.

***Only financial institutions/firms eligible for CBAI membership.**

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