

A customized program focusing on negotiation skills training delivered an incredible 8131% return on investment and a 25.2% increase in negotiating skill.

The Client

Canam Group specializes in designing and fabricating metal components for the North American construction industry. The Company is active in the sectors of building construction, structural steel construction and bridge construction. Canam Group operates eight plants in Canada and the United States, as well as engineering offices in Canada, Romania and India and has over 2,675 employees.



The Challenge

A few years ago, Canam's (now) VP of Sales, attended one of Tony's negotiation seminars. He had found it highly beneficial at an earlier point in his career and, reflecting on the performance of the sales team, felt that they would benefit from the additional tools and training that had also helped his own sales achievements. Most of the team had never had any training and development around negotiation skills, yet they were in the field negotiating multi-million-dollar sales. They were shooting from the hip and hoping for the best!

He was convinced that, with proper training, they would be able to secure more sales and generate more revenue. Canam never competed on price, so it was important that the sales team could use techniques which would deliver value, based on the client's specific needs.

The Solution

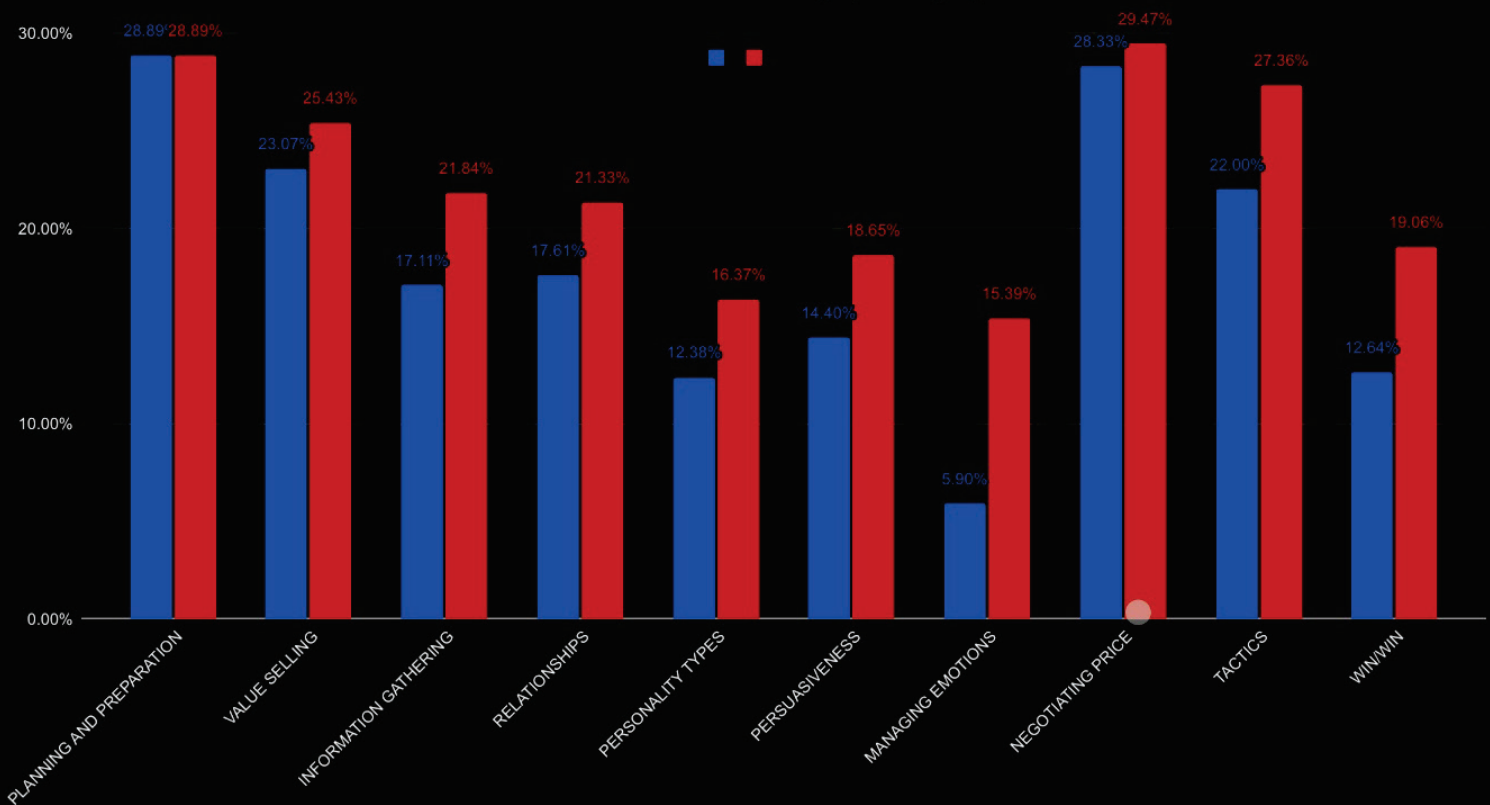
Working with the client, Tony mapped out a 6-month training program for 25 salespeople. At the start of the training, each staff member's existing skill level was assessed, so that the impact of the training could be assessed afterwards.

The program consisted of six two-hour virtual workshops delivered on Zoom over a six-month period – one workshop each month. The workshops were split into two 60-minute modules. The first module was instructional, explaining and discussing strategies, tactics and techniques.

The second module had participants negotiating an assigned case study. These negotiation simulations were then critiqued by Tony and areas for improvement were identified. In between the monthly workshops everyone had a 45-minute negotiation assignment to complete and hand-in, as well as 15-minutes of required multiple choice testing via an LMS to ensure retention.

All program participants committed three hours of their time per month to negotiation training, equalling a total of 18 hours for the entire 6-month program. In addition, everyone was assigned a mandatory book to read - 'The Challenger Sale'. Knowledge of this book was also tested via the LMS.

Percent Increase in Learning by Category



The Results

The results of the program were impressive. Every dollar invested returned an incredible \$321.55 – that's a 8131% ROI. The above chart shows the increase in skill in each discipline of negotiation. The blue bar shows the increase in skills after 3-months, and the red bar shows the increase after 6-months. In addition, an overall 25.2% increase in improved negotiation skill was achieved upon completion of the program. All program participants were evaluated 3-months into the program and then again after 6-months.

“We worked with Tony twice – first he came to our annual sales session – and with great feedback we decided to hire Tony for online customised video sessions with 25 of our younger sales reps. Tony was right on point. Lots of great tactics. I’d recommend Tony to help firms develop their sales force.”

Larry, VP of Sales



“Tony’s workshop on negotiation, focussed around the challenger sale, it brought me and my colleagues real value. We need to think about how we do things differently – Tony helped us understand how to work with each client. I recommend working with Tony – he’s very knowledgeable and his ideas are clearly proven through practice!”

Mike, Sales Manager

About Us

Over the course of training 15,000 professionals in the area of negotiation, Tony came to realise a significant pattern emerging. He started seeing a powerful correlation between negotiation skills and well-being in life. Basically, the better you are at negotiation, the happier and more successful you are in your life.

Tony approaches his development work with individuals and organisations in a holistic manner. He teaches all the required *outer world* strategies (i.e. competitive and collaborative negotiation) to help you *get what you want* in business and life (i.e. success and abundance), and he also teaches *inner negotiation*, the deep inner world work needed to *want what you get* in business and life (i.e. happiness and joy).

The bottom line is that peak performance can only be established when there is integration and alignment within a human being’s inner world and outer world.