



**TONY PERZOW**  
THE HEART OF THE DEAL

**"Negotiation is the heartbeat of our daily existence,** *pulsating through our interactions, often without the strategic guidance it truly deserves. Remarkably, a staggering 80% of global companies embark on the negotiation odyssey without a formal compass – a risky venture akin to setting sail without a map, where the winds of uncertainty can either propel you to success or leave you stranded. Curiously, taking the time to prepare for a negotiation rarely secures a prime spot on anyone's calendar, despite its paramount importance. The challenge is palpable – a deficiency in the navigational skills needed to successfully traverse this crucial aspect of business. Here enters my negotiation training – a beacon of guidance meticulously crafted to illuminate the path for business leaders, teams, lone adventurers, and entire organizations. It's a systematic journey, unlocking the power of skillful and clarity-driven choices. I shine a spotlight on the unsung heroes – planning and preparation – often obscured in the shadows. The mission is clear – empowerment, elevating individuals to mastery in negotiations within a world where many settle for merely avoiding defeat. Let's revolutionize the negotiation landscape, turning challenges into triumphs and uncertainties into golden opportunities!"*

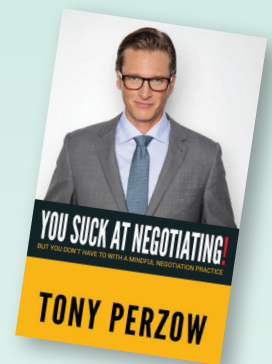
- Tony Perzow

In the dynamic world of negotiation, Tony Perzow stands as a beacon of inspiration, captivating global audiences with his unmatched expertise. His stage is graced by industry titans like Apple, Red Bull, and Rolls Royce, a testament to his unique ability to deliver training sessions and keynote speeches that transcend geographical and corporate borders, leaving an indelible mark on the trajectory of success.

Beyond the limelight, Tony's entrepreneurial spirit ignites as the visionary CEO and Founder of transformative startups. His journey, spanning real estate development, financial markets, hospitality, and film production, paints a canvas of diverse industry insights. From negotiating high-value contracts to his nearly two-decades track record of exceeding sales targets and navigating financial markets, Tony's experiences are the vibrant palette that enriches his training programs.

Organizations seeking a transformative journey in sales and negotiation turn to Tony for more than guidance; they seek a catalyst for meaningful change. His practical skills and creative problem-solving approach resonate with those hungry for success, making him the trusted guide for those on the quest to not only elevate their strategic negotiation and sales capabilities but to redefine what's possible in their pursuit of excellence. With Tony Perzow, success isn't just a destination; it's an inspiring journey of continuous elevation and transformation.

**For booking information, contact Tony Perzow at 310.927.5657**



TONY HAS PRESENTED IMPACTFUL AND INSPIRING KEYNOTES SPEECHES AND WORKSHOP TO OVER 20,000 PEOPLE





## TESTIMONIALS

## TOPICS

Entertaining, sometimes provocative, always interesting and interactive, Tony Perzow speaks on a variety of topics.

### Unleashing Your Negotiation Genius: The Golden Rule Revelation

Step into a realm where the latent power of your negotiation skills awaits liberation, far surpassing your wildest expectations. In this riveting presentation, Tony Perzow extends an invitation to shatter the conventional mindset fixated on potential pitfalls. Envision, instead, a negotiation approach that transcends self-concern, where empathy emerges as your clandestine weapon. Prepare yourself for an experience that transcends mere theories—an exhilarating journey set to forever redefine your negotiation landscape.

Tony, a fervent believer in the transformative power of practice over theory, will personally guide you and the entire audience through a real-world negotiation breakout session, leveraging his extensive experience training over 20,000 professionals. Here, he unveils the Golden Rule of negotiation—a singular principle poised to revolutionize your approach permanently. As the breakout session concludes, Tony seamlessly transitions into the role of mentor, casting a spotlight not on flaws, but on the illuminating path to negotiation mastery. The choices unveiled during Tony's simulations often echo those made unconsciously in the real world, presenting a golden opportunity for transformative self-discovery.

Are you poised to embrace a future where negotiation transcends mere skill and becomes an empowering mindset? Join Tony Perzow on this inspiring journey, as he rewrites the rules of negotiation, unveiling the latent genius within each participant. Your negotiation revolution begins now—an exhilarating and transformative leap into a new era of negotiation mastery.

### Shifting Power in Your Favor: Mastering Planning and Preparation

Embark on a transformative journey into the heart of negotiation mastery with Tony Perzow's groundbreaking presentation. Armed with cutting-edge AI data, Tony reveals the secrets of a dynamic planning process that transcends job titles, empowering you with skills crucial for negotiation success. Whether advocating for your viewpoint or navigating others', strategic clarity is the key to triumph—understand objectives, leverage knowledge, and adopt a detective-like approach to glean crucial information. Tony's presentation is an immersive experience, featuring a real-world negotiation breakout session conducted over 20,000 times. Post-session, he conducts a comprehensive critique, providing invaluable insights into the intricacies of negotiation strategy.

Explore the strategic intricacies of reference points, settlement expectations, walkaway positions, and the art of concessions. Tony's presentation is more than an informational journey; it's your portal to inspiration and actionable strategies that will elevate your negotiation prowess to unprecedented heights. Join Tony on this transformative adventure, and unlock the door to a new era of negotiation success.

### Mastering the Game: How to Play Hardball with Hard-Nosed Negotiation Tactics

Embark on a riveting journey into the art of negotiation mastery with Tony Perzow's empowering presentation on playing hardball using hard-nosed negotiation tactics. Tony's electrifying approach not only reveals the intricate dynamics of negotiations but also transforms them into a strategic game where deploying tactics becomes an art form and a necessity. Drawing powerful parallels to the world of sports, Tony guides you through a dynamic repertoire of negotiation offenses like The Nibble, The Squeeze, and The Take It Or Leave It, arming you with strategies for countering defenses such as The "If-You" Rule, The Considered Response, and Limited or No Authority. Experience the thrill of gaining invaluable insights on maximizing profits, robust defenses against manipulative tactics, and fortifying your negotiation stance without compromise. Tony's expert

Tony is one of the most dynamic presenters I have ever met. He keeps the audience's energy at impressive levels along his workshops. Tony is a subject matter expert who delivers 110% while keeping detail-oriented, pragmatic approaches to his instruction. In addition, his vast expertise with multinational corporations allows him to transfer numerous situation-based scenarios that apply to any industry. I absolutely recommend Tony for any negotiation training needs your company might have. Tony will deliver a memorable experience.

- **Fernando F.**

**Medical Research Specialist, PFIZER**

One of the best presentations I've attended in the past 23 years!

- **Shawn D.**

**SALES, FORT MILLER GROUP**

Tony Perzow delivered the most engaging, interesting and memorable presentation of negotiation tactics I've experienced.

- **Drew P.**

**Procurement, DAIMLER TRUCKS**

Material is great. Tony Perzow is outstanding. Excellent at transferring knowledge, very engaging!

- **Scott L.**

**Vice President Of Finance, G.L. HUYETT**

Tony is one of my favorite instructors! He is knowledgeable, vivacious and doesn't take himself too seriously. More importantly he is able to keep your attention for long periods of time. I recently had a need to train my team of production managers and Tony was my first choice, going with anybody else wasn't even a possibility.

- **Andrea B.**

**Head Of Production, RED BULL**

Tony Perzow's training session was very constructive for me. I considered myself not a novice in Negotiations, which is why I signed up for such a compressed training session. But Tony was able to deliver nuances of Negotiation that I never thought of or even considered in the past. His way of demonstrating techniques is such that one never forgets.

- **Ruben D.**

**Vice President Of Enterprise Solutions, PANASONIC**

guidance and critique of a real-world negotiation breakout session, featuring the Surf Case, will illuminate the power of negotiation tactics, providing practical lessons to ensure you and your team leave less money on the table. This presentation promises a transformative learning experience with clear ROI potential—imagine a world where your team consistently secures just 3% more in every negotiation, translating into significant year-end profits.

## Humanizing Negotiations: Mastering the Art of Strategic Communication in Crucial Business Relationships

Embark on a transformative exploration with Tony Perzow into the intricate world of strategic negotiation, specifically tailored for navigating impactful business relationships. Tony introduces a paradigm shift, likening negotiations to conversations on steroids—a realm where the crucial word is "pressure." The pursuit of negotiation excellence involves unraveling the intricacies of navigating vital work relationships, fueled by the pressure to either buy or sell solutions. Without this essential pressure, the need for negotiation conversations would cease to exist, revealing why humans often do unexpected things during negotiations, becoming their own saboteurs.

This advanced presentation goes beyond theoretical discussions, featuring a dynamic negotiation breakout session that exposes unconscious choices capable of sabotaging success in critical relationships with vendors and customers. Tony not only raises awareness of these pitfalls but equips participants with immediately applicable strategies for tangible and impactful results. Learn to navigate negotiations assertively, mitigate friction, implement conflict-protective strategies, and skillfully engage with even the most assertive counterparts. Strategies include avoiding irritators, steering clear of negative transference, incorporating feeling commentary, and mastering the art of speed reading personality types to enhance relatability and appeal to adversaries.

Tony's inspirational guidance promises to elevate your negotiation skills to unprecedented heights, turning every interaction into a potential pathway to success. Don't leave your negotiations to chance; master the true art of negotiation with Tony's transformative insights and make negotiations a dynamic catalyst for growth and achievement

## Mastering Price Negotiations: Strategies for Winning

In this riveting presentation, Tony unlocks the secrets to mastering the art of negotiating prices. Every transactional negotiation is a battlefield of interests, where both parties strive to secure the most favorable outcome for themselves and their organizations. Even in seemingly cooperative discussions, an undercurrent of self-interest prevails. Without a deep understanding of the competitive dynamics at play, achieving true success in negotiation remains elusive, regardless of your intentions for a win/win scenario.

Tony doesn't just teach the rules of competitive price negotiation; he brings them to life through a captivating negotiation simulation and insightful critique. Anchoring, calculated risk-taking, flinching, strategic stinginess, effective trading, the art of not conceding first, and the nuances of telegraphing the right messages—all these techniques and more will be explored in detail. Elevate your negotiation prowess and gain the upper hand in any competitive scenario with Tony's proven strategies. Don't just negotiate; negotiate to win!

## Infinite Potential: The Art of Win/Win Negotiations

In this enlightening presentation, Tony Perzow invites you on a transformative journey, redefining the essence of win/win negotiations and guiding you toward a realm of limitless possibilities in every negotiation. Beyond the cliché, win/win isn't a mere warm and fuzzy feeling you get when shaking hands; it's an intricate process demanding dedication, exploration, risk-taking, and a generous dose of creativity. Tony immerses the audience in a dynamic service-contract breakout session, challenging them to break free from their comfort zones and embrace innovative thinking for outcomes that enrich all involved. Win/win isn't just an outcome; it's an approach focused on constructive collaboration to create new value during negotiations.

Discover the profound intricacies of win/win negotiating and embrace practical tactics and strategies that will elevate your negotiation acumen. Tony imparts invaluable insights on navigating deadlocked negotiations, urging you to see challenges as gateways to more significant and better outcomes for everyone. Unleash the true potential of win/win negotiations, equipping yourself with the skills to navigate negotiations with boundless creativity and unwavering confidence. Let Tony's guidance inspire you to turn every negotiation into an opportunity for collaborative success and growth.

## TESTIMONIALS

Of all the seminars and courses I took after graduating from University, this one was definitely the most effective and enjoyable. Tony has a very charismatic way of presenting the material and he connected with our group of over 30 people in a fantastic way. His knowledge of the material was outstanding and he was able to clearly explain all the concepts while maintaining an engaging atmosphere.

- Anibal J.

**Strategic Business Development,  
PRIMALOGIK SOFTWARE**

Tony possesses two amazing skills. First, he is an expert negotiator. He understands strategies, interactions and human nature. He knows how to craft a better deal. Second, and more importantly, Mr. Perzow is a natural communicator and teacher. His classes are fun and challenging at the same time. I have personally attended and have several clients who have been through Tony's seminars. We continue to see value. A final word. Tony is my secret weapon when I need to better understand a negotiation. What more can I say?

- Frank H.

**Founding Partner, RIVER HEIGHTS  
CONSULTING**

Tony Perzow's negotiation seminar was the best that I have ever taken. Even exceeds a much longer course in college.

- Brett M.

**Film Buyer, STARZ NETWORK**

I just wanted to express my gratitude for your advice regarding negotiating salary tips. I have happily accepted an offer and was able to negotiate additional perks thanks to you! What I found really helpful in the salary negotiation process was your advice on anchoring, shaping expectations, and allowing the deal to get bigger. My biggest takeaway was to not go into a fearful mode of "tap dancing" when being compared to a competing candidate. Thank you!

- Aida T.

**Partner Relations Manager, FAIR.COM**



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