

# Negotiation:

## The Art & Science of Getting What You Want

presented by  
“The \$100 Million Salesman”  
Séan McArdle

Séan McArdle negotiated some of the largest printing contracts in the world and became known by his peers as, “The \$100 Million Salesman.” In this humorous and thought-provoking exploration of the human condition, you will gain at least sixteen ways to turn the tables of life and business in your direction. The art and science of negotiation is a skill set everyone can use to start a journey of fulfilling your stated goals, hopes and desires. Most people know what they want. They just don’t know how to get it. Now they will.

### Specifically, your audience will learn how to:

- Start and finish each negotiation on a high note
- Practice negotiation skills that let both sides win what they really want
- Use ten powerful negotiation tactics for getting closer to agreement
- Employ Sean’s six rules for the use of the eight ethical, “power techniques”
- Negotiate agreements that build more business consistently
- Become known as a trusted leader worth doing business with

The following are just a few of the organizations that have benefited from **Negotiation: The Art & Science of Getting What you Want**: United States Postal Service, Ringing Brother and Barnum & Bailey Circus, Lucent Technologies, General Binding Corporation, Northwestern Mutual Insurance Co., United States Department of Treasury, National Association of Printers and Lithographers and more...

*Séan McArdle is “the \$100 million salesman.” For three years in a row, Séan sold over \$100 million in printing to become the top in the industry. He has been described as “ a treasure trove of American Business and sales experience.” Today, as the founder and CEO of LifeAnswers, Inc. he shows organizations from Xerox to Ringing Brothers and Barnum & Bailey Circus how to sell “ on purpose” every time. His last employer in the printing industry said of him, “Séan’s enthusiasm is infectious. He builds team spirit. He empowers individuals and helps change the way we look at ourselves and our customers. This was and is no ordinary salesman. He is a great speaker, an even better storyteller and a world-class motivator.”*

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