



NAPM-Spokane Presents a One-Day Seminar  
Tuesday March 18, 2008



## Taking Charge

A New Way of Negotiating That *Guarantees* Your Success

Presented by Ross Reck, Ph.D.

Dr. Ross Reck is the coauthor of *REVVED! An Incredible Way to Rev up Your Workplace and Achieve Amazing Results*, which he wrote with Harry Paul, coauthor of *Fish!* He is also coauthor of the best selling *The Win-Win Negotiator, Turning Your Customers into Your Sales Force, The X-Factor* and the soon to be published *Instant Turnaround*.

A compelling and dynamic speaker, Dr. Reck has been featured at hundreds of meetings, conferences and conventions throughout the United States, Canada, Latin America, Europe and Asia. His recent consulting clients include Hewlett-Packard, John Deere, American Express, Janssen-Ortho, Inc., the Chicago Cubs and Xerox.

This program picks up where the Harvard University *Principled Negotiations* program (From the book: *Getting To Yes*) stops. Instead of principles, it is built around the PRAM Model, which is the *only* comprehensive model that accurately depicts the entire negotiation process. PRAM is an acronym for the four steps of the model, which are: Plans, Relationships, Agreements and Maintenance. The results from using the **PRAM Model** have been amazing, a few examples include:

- Hunt-Wesson Foods put its entire sales staff through Ross Reck's *Taking Charge* program and, the very next year, the company had a record sales year.
- The Construction Machinery Division of John Deere was struggling and had never turned a profit. Several key people from the marketing department attended Ross Reck's *Taking Charge* program and the very next year, the division turned a profit.

The secrets of how to routinely achieve results like those listed above and many more are contained in this program. Putting these secrets to work in your personal and professional lives will enable you to achieve your own set of dramatic results. Upon completion of this program, you will be able to execute the **PRAM Model** with confidence:

- Develop plans to achieve dramatic results
- Build relationships that lead to “yes”
- Negotiate agreements that make both parties better off
- Get others excited about telling you “yes” over and over again
- Achieve a more rewarding and fulfilling personal life

Registration is \$150.00. Lunch is included with this seminar and will be part of the NAPM-Spokane regular membership meeting at Gonzaga University McCarthy Arena. Dr. Reck will be speaking on motivating with trust instead of fear, entitled “Destination Work”.



NAPM-Spokane  
PO Box 860  
Spokane, WA 99210

## **Taking Charge**

**A New Way of Negotiating That *Guarantees* Your Success**

Tuesday, March 18, 2008 ~ 8:00 a.m. – 4:00 p.m.

**Registration Fee: \$150.00 (fee includes lunch)**

Registrant Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Telephone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Mail Check Payable To: NAPM-Spokane**

**Mail Registration Form & Payment To: NAPM-Spokane  
PO Box 860  
Spokane, WA 99210**

Location: Gonzaga University Foley Center, Teleconference Room  
A campus map can be viewed at [www.gonzaga.edu/about/campus-map.asp](http://www.gonzaga.edu/about/campus-map.asp)

Schedule: 7:45 Check-In  
8:00 Session Begins  
9:30 Break  
11:30 Lunch – Gonzaga University McCarthy Arena  
Speaker & Topic: “Destination Work” by Dr. Ross Reck  
1:30 Session Resumes  
2:45 Break  
4:00 Adjourn  
**(Earn 7.5 CEU Credits)**

- Mail your registration and payment today – limited to 75 registrants
- **All registrations must be received by Friday, March 7<sup>th</sup>, 2008**
- Questions? Contact Lorrie Engle (509) 323-5672 or e-mail [lengle@plant.gonzaga.edu](mailto:lengle@plant.gonzaga.edu)
- For an outline and additional information on the conference and lunch topic go to [www.napmspokane.org](http://www.napmspokane.org) and click on seminar information
- Additional information on Ross R. Reck, PhD and his success can be found at [www.rossreck.com](http://www.rossreck.com)