



www.rzseminars.com
Toll Free: +1888.224.8481
info@rzseminars.com

How to Negotiate Your Way to Lasting Business Relations

Want to know how to negotiate anything from a business deal to a sales contract and get what you need? Ron uses techniques from his latest book, *Lessons from the Len Master*, to show even the most timid negotiator how to deliver results and long-term relationships with clients, employees and strategic partners.

Ron has spent more than 30 years negotiating business, sales and employment contracts with small businesses, Fortune 500 companies and government entities. He has personally negotiated multi-million dollar deals and thousands of smaller agreements with individuals and corporate law teams. The hallmark to every successful negotiation is not just getting what you need from the deal, but doing it in a way that builds trust, long-lasting relationships and ongoing ROI.

In his dynamic, humorous and entertaining presentation, Ron will teach you the basics of effective, ethical negotiations that will get you on the road to:

- Closing more sales relationships
- Negotiating better prices for your products and services
- Getting your partners to provide better terms while enlisting in your success
- Knowing when to walk away from any negotiation

Ron's speaking approach is to learn about your business and audience beforehand, and tailor the lessons to match your strategic and event goals, making each presentation a unique seminar.

Seminar length: One-hour or two-hour formats for basic seminar;
Four-hour workshop available for groups of 8-10 people

Cost: \$10,000 plus travel expenses for in-person; \$2,500 for a webinar



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With an impressive resume that includes executive titles at technology and franchising corporations, Ron has an extensive background in marketing, sales and technology strategies.

As founder and CEO of 360 BC Group, Ron built a successful marketing and technology company from the group up, expanding to seven offices across the US. In 2010, the company added a new brand — 360Civic — to penetrate the market for large websites for government organizations. 360Civic quickly grew to be a top-tier competitor in this space, with some of the most prestigious clients, including large municipalities and state entities.

Prior to 360 BC Group, he spent 10 years as the senior vice president and chief marketing officer for the world's largest franchisor of printing and small business services, Franchise Services, Inc. Ron oversaw the development of the company's national advertising campaigns, marketing implementation and industry-leading websites and ecommerce infrastructure. His ability to utilize leading-edge technology to accomplish solid marketing objectives helped grow the company and allowed it to venture into new products and service offerings.

Ron is a frequent speaker and presenter on issues ranging from the future of online technology to how to protect the privacy of children and individuals on the Internet. He has delivered presentations on these vital topics to the Federal Trade Commission and the National Association of Attorneys General.

He is a consistent blogger and is the author of numerous books, including: *Lessons from a Len Master: Business and Life Lessons Learned by a Grateful Son*, *SEO Exposed*, *Beyond Search Engine Optimization: Bringing Profits to Your Website* (with Bridget DiRico), *Optimize Your Results*, *Not Just Your Website* (with William Tanner) and *Catching the Dollar: A Small Business Marketing Bible*.

Ron holds a bachelor's degree in social psychology. A licensed pilot and classic car enthusiast, Ron enjoys traveling the open roads and skies around the world with his wife Elizabeth.