

WorkLife
DEVELOPMENT



Commercial Skills Programme

Experiential, lifelong learning for commercial success in one day

Goals of the Commercial Skills Programme

- Improve the sophistication and success of your deal making
 - Learn through experiential techniques
 - Working with real case studies
 - Engage in bespoke role plays designed for your organisation
 - Consider the application of neuroscience
 - Grasp the common factors underlying all agreements
 - See real commercial behaviour
- Gain new tools in the commercial arena
 - Acquire easy to implement techniques for building long term value
 - Develop skills in discovering the zone of possible agreement
 - Eradicate all too common bad habits in everyday deal making
 - Discover how to increase leverage in any deal making scenario
- Increase revenues and profits! Be more successful and get better at something we all have to do everyday!

Why didn't they take the Free Money?

The programme embeds learning via designed experiences and role play



The first game we play always raises the question of why the other side didn't take the free money? Sometimes you can't give it away! Why not?



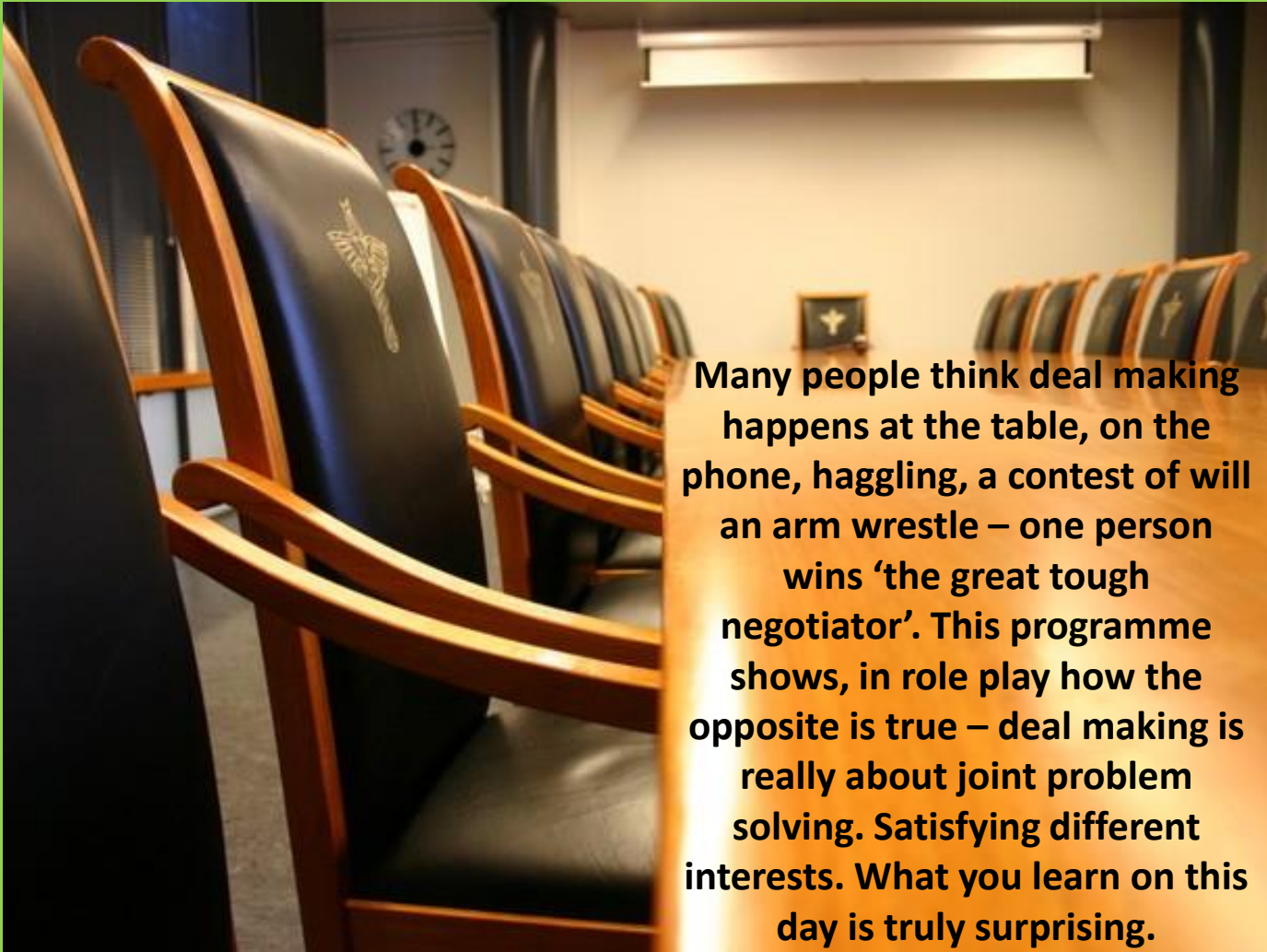
There's Only Two Cards to Play!



Then we play a game of ten rounds, which becomes the main metaphor for learning on the day. No matter what the context, you can only ever play one of two cards in a deal making scenario.



Progress Made Away From The Table



Many people think deal making happens at the table, on the phone, haggling, a contest of will an arm wrestle – one person wins ‘the great tough negotiator’. This programme shows, in role play how the opposite is true – deal making is really about joint problem solving. Satisfying different interests. What you learn on this day is truly surprising.



Don't Work Positions Discover Each Others Real Interests

Positions

Things you say you want

Demands

Things you say you will or won't do

Interests

Underlying motivations

Needs, concerns, fears, aspirations

What you really care about



We Unpick The Role Plays You See What Was Really Going On

SELLER		BUYER
£6,000	£15,750	£25,500
£250 Video Costs	£875	£1,500 video costs Three Rooms
£2.50 Spot Rate Legal Firm	£6.25	£10 Spot Rate Capital
£1,000 2015 Spend Legal Firm	£2,500	£4,000 2015 Spend Capital
£5,000 2016 Spend Legal Firm	£2,500	£20,000 2016 Spend Print, Radio, Digital
£6,000 Total Spend Legal Firm	£15,750	£25,500 Total Spend Print, Radio, Digital



Can You Win The Online Video Money?



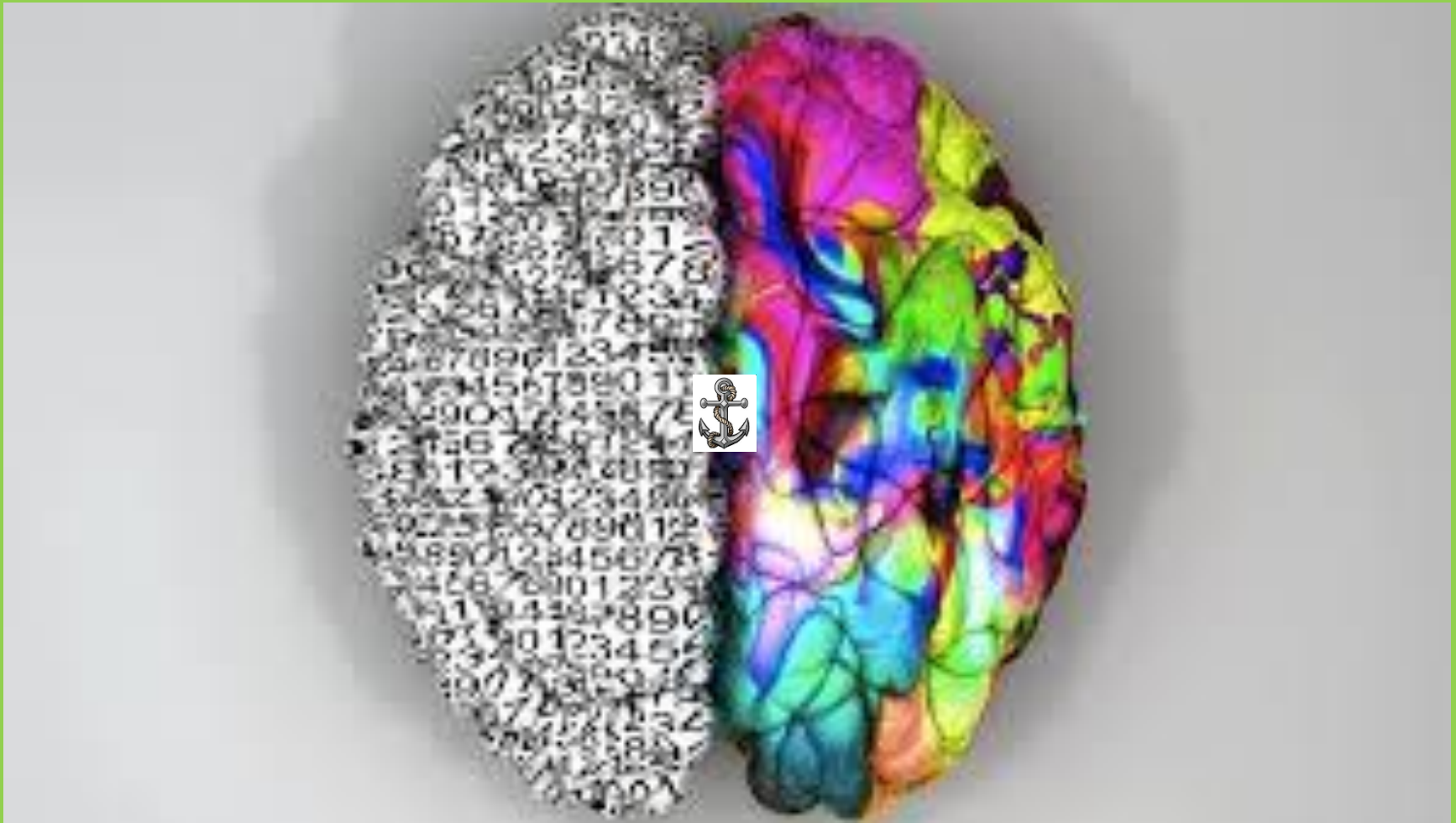
Rapid Price Bid game

Then we play a bidding game with very surprising outcomes



The Neuroscience Bit

How we apply what we know about thinking systems to deal making



Testimonials

Claudia Rosencrantz

**CEO JAMIE OLIVER
MEDIA GROUP**

At Virgin Media David successfully coached and mentored some of my senior team, plus delivered an amazing company-wide people and commercial skills programme that I believe was critical in helping to deliver both creative and financial success. Over many years David has combined working in senior management and business development with highly effective people development, so he knows how to design relevant trainings and has a depth of business experience that is both credible and invaluable in coaching and mentoring.

Johnny Webb

**CO-FOUNDER & MD
SUNDOG PICTURES**

David has worked wonders with developing people in organisations I have led with his passion for coaching, his expert mentoring skills and overall compassion. He sharpened us up on the commercial side too, delivering a best in class commercial skills programme that raised the bar on our deals company wide. I strongly recommend David to organisations that want to energise their teams to work together better, to unlock individual potential; and become more refined in both people skills and commerce.

Testimonials

Scottish TV: Would you recommend this course to others?
If so, what kind of person do you think would benefit?

YES, DEFINITELY ANYBODY CAN BENEFIT
YES - Producers YES - Any Sales Person
Very good for salespeople and other client facing
Yes - Think good for all 'business' people
Yes - anyone that works in advertising & more.
Yes, sales people & buyers,
Yes.. SALES, BUT METHODS COULD BE USED BY ALL IN EVERY DAY LIFE.
YES - OTHER THAN SALES PROFESSIONALS
Yes people with lacking confidence in negotiation
Yes - business people Yes - even for experienced negotiators
Yes - not only sales people but anyone involved in day to day dealings with in business
Yes - sales operations ANY TRADING PERSON
Yes, agencies as well as M's Yes, salespeople
Absolutely. Sales people or negotiation / trading roles
Yes, people who may have a certain 'routine' in negotiation and are open to ideas
Yes - Someone who was looking to develop & better their behaviour.

Testimonials

Scottish TV: What did you think of the way that David ran the day?

Was perfectly pitched. For me...
Fab - really upbeat + interactive -
Informative and entertaining energetic + organised
VERY SMOOTH Very well presented
Really liked the patience
and hands on. Never flagged
ORGANISED + THOUGHT WELL, STRUCTURED, PATIENT,
Detailed, through a session
WAGGIC! good structure excellent
well executed Brilliant - on point
Fab not too slow very
Excellent - very engaging presenter
Great, good pace/interaction.
Professionally with good insight
Very collaborative - good presenter,
interesting
Very positive, great games at the beginning and day had great
energy IT WAS VERY GOOD
VERY WELL PACED
Very well - friendly - clear

Contact WorkLife Development

- **If your organisation wants to improve its commercial skills in one day, then please contact me**

david@worklivedevelopment.co.uk

or call + 44 (0) 1273 323388

- **If you are an individual who wants to attend the programme – please contact me too, we'll work something out.**

