The Maker Group
making good, great

SMALL BUSINESS ACADEMY

NEGOTIATION TRAINING · LIVE VIRTUAL · FOUR HOURS

Negotiation for people who carry the P&L personally.

> Four hours. Two live negotiations. A process you will use the next time a supplier, customer, or investor puts a number on the table.

Most small business deals are decided before anyone makes an offer. A supplier's quote gets treated as the price. A customer's contract gets signed as sent. Margin gets defended by explaining instead of negotiating. This workshop compresses the methodology we build into global commercial teams into a half day for owners and the people who negotiate for them. You do not watch negotiation. You negotiate, get feedback, and go again.

YOU LEAVE ABLE TO

- Protect margin when the conversation gets uncomfortable
- Push back on customer contracts without damaging the relationship
- Negotiate better pricing and terms with suppliers
- Walk into any negotiation with a plan instead of a hope

HOW IT RUNS

Live and facilitator-led, cameras on. Breakout-room negotiations, live polls, video case reviews, and planning documents you keep. Capped at 24 so every participant negotiates twice and gets feedback both times. No pre-reading required.

WHO IT IS FOR

Founders and owners, and the people who negotiate for them: sales, procurement, and finance. No prior negotiation training assumed. Come with a live deal in mind.

DATE	TIME	INVESTMENT	SEATS
Wednesday, October 28, 2026	**1:00 – 5:00pm ET**	**$499 per seat**	**Capped at 24**

The Four-Hour Arc

TIMINGS INDICATIVE

01

0:00 – 0:45

Not All Negotiations Are Alike

What negotiation actually is, and when it starts (earlier than you think). Assess trust and complexity to place your deal on the spectrum — Distributive, Trading, or Integrative — and choose the strategy that fits instead of defaulting to collaborative or combative every time.

02

0:45 – 1:45

Fundamentals + Live Negotiation #1: “The Slot”

Objective clarity, the walk-away point, the anchor offer, and the zone of possible agreement. Then you negotiate: a one-on-one supplier–retailer case, 15 minutes to complete a planning document, 5 minutes at the table, full debrief on where you opened and where you landed.

10-MINUTE BREAK

03

1:55 – 2:50

Eight Principles, Caught on Video

We replay The Slot clip by clip and name what cost value and why.

- Making Effective Proposals
- Inferred Words & Soft Offers
- Selling vs. Negotiating
- Strategic Silence
- Moral Compass & Fairness Bias
- Home vs. Away
- Tell, Don’t Ask
- Plan Your Moves

04

2:50 – 3:45

Plan, Prepare, Execute + Live Negotiation #2: “On Trend”

Power, leverage, and alternatives. Proactivity. Comfortable discomfort. Variables, gets and gives, and conditional offers, applied to the deals you actually face: contracts, investors, acquisitions. Second negotiation: 20 minutes of planning, then 15 minutes of structured peer feedback. Wrap-up and Q&A to 4:00.

WHY THE MAKER GROUP

We are an international negotiation consultancy. Our work is experiential, not theoretical: people negotiate, get told what they actually did, and go again. This is the same Approach · Process · People methodology we build into global commercial teams, sized for a business where the person at the table also signs the payroll.

QUESTIONS OR A PRIVATE COHORT

Michael Sands Michael.sands@themakergroup.com

REGISTER — $499 PER SEAT

themakergroup.com/event/sba-negotiation-workshop-october-2026