

Friday, November 04, 2017

● 12:00 p.m., EDU 253

# HOW TO EVALUATE A COMMERCIAL NEGOTIATION



Presented by :  
Ricardo Bueno Wills  
ricardobuenowills@hotmail.com

One of the main challenges of a Key Account Manager is to effectively negotiate the annual commercial agreement with large clients. Learn:

- (1) The steps of the negotiation process (emphasis in outcome evaluation);
- (2) Key Performance Indicators used to analyze the negotiation success;
- (3) The best evaluation approaches;
- (4) An understanding of the type of stakeholders that need to

8351 or twwillia@usf.edu.

For more Information contact  
Dr. Liliana Rodríguez  
**(813) 528-5041**  
liliana@usf.edu

[www.usf.edu/innovative-education/  
graduate-certificates/programs/  
evaluation.aspx](http://www.usf.edu/innovative-education/graduate-certificates/programs/evaluation.aspx)

For parking directions, please visit the parking services website ([www.usf.edu/parking\\_services](http://www.usf.edu/parking_services)) or stop at the main USF campus entry/information booth (off Fowler Ave).

Call for Workshop Proposals :  
We are seeking presenters on a broad array of topics at the national, state, and local levels.