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**FOR IMMEDIATE RELEASE**

## **Negotiation Training Team Rebrands and Launches New Website**

### **TableForce to support “at the table” contract negotiation and custom-tailored negotiation training for national and international clientele**

*(January 20, 2010 – Columbus, Ohio)* – Negotiation training firm TableForce (formerly Garcia and Associates; founded in 1997) today announced that it is set to launch its expanded “at the table” negotiation training and consulting services beginning in 2010. For corporations and organization, both national and international, TableForce will continue to offer custom negotiation training and contract negotiation services. These services along with the content on the new [www.TableForce.com](http://www.TableForce.com) website will be of value to clients because it will allow them to “Raise the Bar” and be more competitive in an ever-changing, global marketplace.

“This shows our commitment to helping companies implement best practices throughout their organization when it comes time to negotiate both externally with vendors and customers as well as internally with employees and other groups. Everyone involved in that negotiation process can learn how to recognize various negotiation tactics and implement what they have learned by participating in these customized training sessions,” says co-founder and managing partner, Mark Kenczyk.

To provide ongoing support to their clients, the group is launching its new website, [www.TableForce.com](http://www.TableForce.com). Clients will be able to download white papers, watch short training videos, and access a growing database of negotiation tips and techniques.

Managing partner and co-founder Bill Garcia says that TableForce is about apples-to-apples training. “Whatever your corporate role, be it purchasing, sales, engineering, or other function that involves negotiating, we customize our workshops depending on your needs and deliver them onsite. I call this ‘Raise the Bar’ training. You’ll have a higher negotiating standard and you won’t be left scratching your head trying to figure out how to apply canned training to your organization.”

Kenczyk adds, “We customize the cases and instruct your personnel on how to negotiate win-win outcomes, including the use of terms and conditions, to directly impact your company's bottom line beginning the very next day. These workshops are highly interactive and include a significant amount of role-play, without the use of boring PowerPoint slides.” Students leave the class with a variety of

resources including custom case studies, interactive workbook, audio CDs and other tools to help them throughout the negotiation process.

TableForce offers just the right blend of academic training and practical negotiating experience. Many negotiation training firms take a purely academic approach using only “professional trainers”. TableForce clients learn from experienced contract negotiators who just happen to be trained in negotiation consulting and business management. The founders of TableForce, Bill Garcia and Mark Kenczyk, have more than 50 years of combined, practical hands-on contract negotiation experience. They have personally helped negotiate hundreds of millions of dollars in savings on behalf of their companies and clients.

Besides practical negotiating experience, Bill and Mark have continued their academic training to remain current with the latest negotiation techniques, both earning certificates from Notre Dame University and Northwestern University in advanced negotiation skills, with attendance at the Harvard Negotiation Program slated for 2010.

TableForce is truly a global negotiations training firm. The partners have delivered negotiation training seminars to companies in more than thirty countries on six continents. Bill Garcia, born a U.S. citizen but raised in Latin America, is fluent in Spanish and conversational in Portuguese. Mark Kenczyk’s career has allowed him to become familiar with the Japanese language and business culture while living and working in Tokyo, Japan. Together, they welcome the opportunity to work with companies who have a global reach and the need to ensure negotiation process consistency on the world’s business stage.

Besides Kenczyk and Garcia, TableForce already has plans to add additional trainers and staff in 2010.

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### **About TableForce**

Global leaders in negotiation training and consulting, Bill Garcia and Mark Kenczyk set out to turn their passion for negotiating and teaching into the most comprehensive and engaging negotiation seminar and negotiation workshop firm in the world. Since 1997, TableForce (formerly Garcia & Associates) has continued to provide “at the table” contract negotiation and negotiation training and has served hundreds of companies on six continents in more than thirty countries. TableForce has one of the most impressive client list in the negotiation training industry and is called upon by companies such as Rockwell Automation, Ingersoll Rand, Pulte Homes, Honeywell, General Motors, Delco Remy, Mitsubishi, Progressive Insurance, SAS, Infor and the PGA Tour to provide a variety of services, including: Team Negotiation Training, One-On-One Negotiation Training, Negotiation Consulting and Deal Review Sessions. TableForce also delivers high impact, motivational key-note speeches which center on life skills. For more information, visit their website at [www.TableForce.com](http://www.TableForce.com).