



The Negotiation Experts

C R E A T E V A L U E

ADVANCED NEGOTIATION TRAINING

“We have no choice about whether we negotiate, we can only decide how well we want to negotiate!”

world of
learning
.....
Award
winner 2004

www.negotiations.com

4 Day Advanced Negotiation Training

Course Overview

Designed for the experienced Negotiator, attendance to this course is pre-qualified via telephonic consultation. It is important that delegates are comfortable with the advanced level of learning, and that they are also able to contribute to their peers' learning experience.

When engaged in high value, complex negotiations where your skill as a negotiator may prevent losses and increase the gains for you and your organisation, how can you significantly increase your capability to:

- ❖ Prepare effectively;
- ❖ Understand the needs & interests of all parties;
- ❖ Recognise and counter negotiation tactics;
- ❖ Conclude better agreements as a result of being creative; and
- ❖ Strike deals that deliver more value?

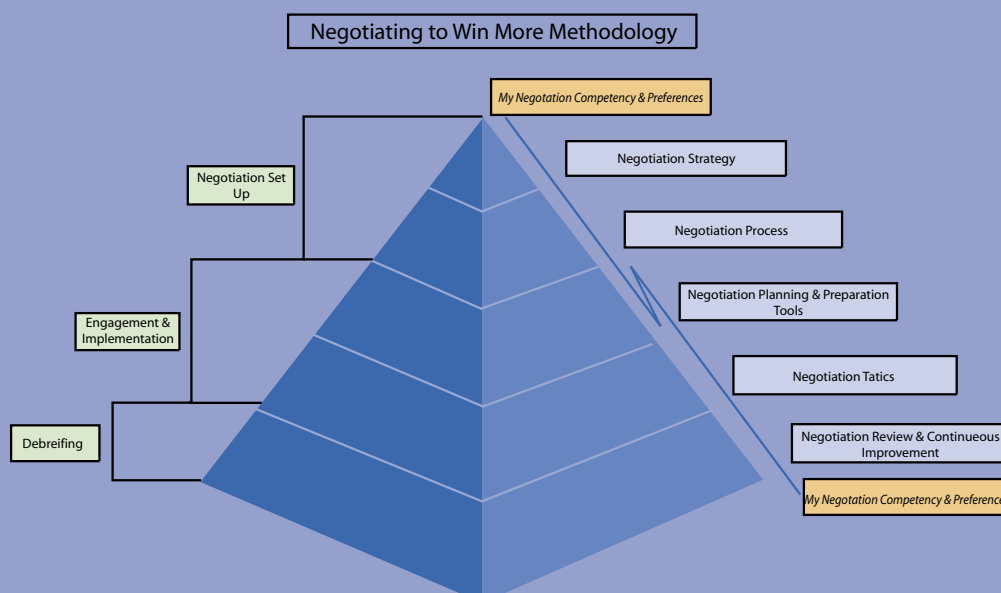
The Negotiation Academy - Europe has developed an award winning methodology specifically designed to improve your negotiating performance. We call it 'Negotiating to Win More!' and it forms the back

bone of all our consulting and training.

The 'Negotiating to Win More!' methodology is based on a combination of sound academic theory and significant practical business negotiation experience to provide you with a due diligence framework that will ensure that you are able to:

- ❖ Move negotiations from claiming value to creating value;
- ❖ Avoid leaving value on the table;
- ❖ Turn challenging relationships into rewarding relationships; and
- ❖ Counter negotiation tactics.

Delegates attending The Advanced Negotiation Training course may have varying objectives. Certain professionals pursue the skills development as a result of moving into a more senior negotiation role. Others attend with a view to enhancing their existing negotiation skills in order to successfully manage a specific forthcoming engagement. The course is delivered by a Senior Consultant with experience in complex, multi-party negotiations therefore objectives and challenges in any discipline can be addressed in detail with the Consultant.



'Very good speakers & teachers, very helpful tools.'



'I would have been more successful if I had received this knowledge beforehand - my eyes are now open and the blinkers are off!'



'I enjoyed the free flow of the course, as well as the credible presenters.'



'I particularly enjoyed the small classes and the very informal, friendly atmosphere.'



'I liked the practical work, concession strategy model and profiling. Many great examples/models ready to use in real business.'



'I liked the fact that the training was not a boring lecture but rather an interaction with all people actively engaged.'

Key Outcomes

The Advanced Negotiation Training workshop is the flagship training course presented by The Negotiation Academy - Europe and has been recognised as the 'Best Instructor Led Training Course in the United Kingdom' by the World of Learning.

The training curriculum has been designed to meet the needs of experienced professionals, and has been specifically created to address the more complex issues that seasoned negotiators are confronted with during negotiations.

In a professional environment, we recognise that it is attention to the small things that can lead to significant gains.

Training Environment

The Advanced Negotiation Training course is restricted to approximately 10 delegates to ensure a highly personalised learning environment.

Learning Outcomes

Upon completion of the Advanced Negotiation Training course you will:

- ❖ Understand the reasons why negotiators fail.
- ❖ Be aware of and understand your own negotiation competencies and preferences enabling you to build on your strengths and mitigate your weaknesses.
- ❖ Be able to compile a negotiation strategy and supporting process that will maximise your likelihood of concluding an acceptable agreement.
- ❖ Understand the tactics commonly used in negotiations and the appropriate means to counter them.
- ❖ Be able to deploy supporting tools to ensure effective preparation for all negotiations.
- ❖ Possess the capability to debrief and analyse negotiations with a view to improving your negotiated outcomes.
- ❖ Have your own negotiation skills Personal Development Plan to assist you in further improving your capabilities.
- ❖ Be able to effectively debrief all your negotiation engagements to ensure ongoing success.



'Well presented, excellent course & will benefit me in my immediate environment.'



'Very enjoyable, but hard work - a sign of a useful day!'



Unilever

'Everything was good - lots of learning with a good pace and atmosphere.'



'Excellent course overall.'



'Not recommended for those wishing to stay within their comfort zones.'



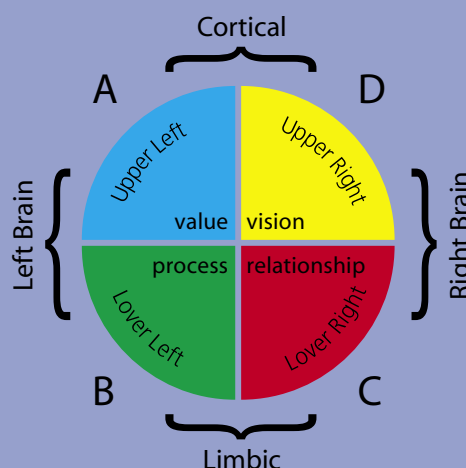
'Profiling exercise was very useful and informative. I liked the interactive and "hands on..." approach as well as great location.'



'I particularly appreciated the Instructor's coaching ability.'



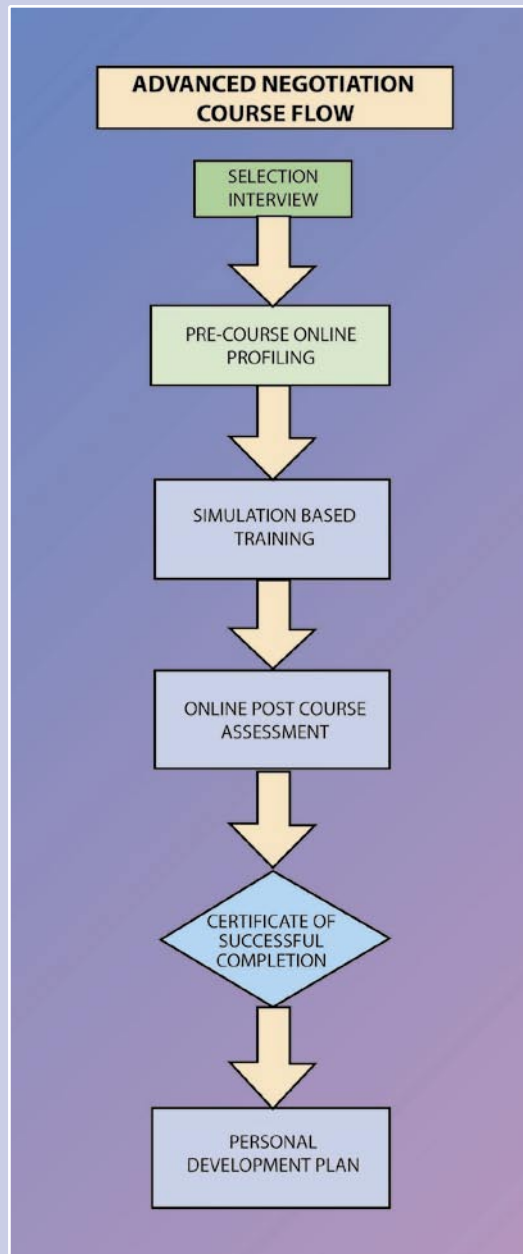
THE 4 PILLARS OF 'WHOLE BRAIN' NEGOTIATION



Our Approach

Prior to attending the workshop, all delegates complete an online questionnaire to assist in determining each individual's negotiation competencies and preferences. Upon completion of the workshop, delegates are required to complete an online assessment before being awarded The Negotiation Academy - Europe's Certificate of Proficiency in Advanced Negotiation Skills. This approach allows us to present each delegate with a Personal Development Plan focused on maximising strengths and mitigating weaknesses.

The Advanced Negotiation Training course is designed in such a way as to provide delegates with the opportunity to immediately apply the newly acquired skills and tools. Delegates can expect a highly experiential course. We believe a predominantly practical platform significantly enhances the learning experience, therefore we conduct many case studies and role plays throughout the 4 days.



Weatherford®

'Very interactive training with extremely useful methodology overview, profiling and the question framework exercises.'



radioscape

'Good range of media and use of examples.'



'A good learning experience even for the most experienced of our sales teams.'



'I most enjoyed the interactive element that enabled us to put theory into practice and the diversity of the case studies & methods of teaching.'



'I liked methodology and information relevant to our business. Good interaction in small groups.'



'I enjoyed the atmosphere & style of presentation, really practical.'



Who Should Attend

Who will benefit from attending this course?

This 4 day course is specifically aimed at experienced negotiation professionals. The Advanced Negotiation Training workshop is appropriate for all professionals who find themselves negotiating as a key part of their vocational environment.

Previous delegates have included:

- ❖ CEOs
- ❖ COOs
- ❖ Directors
- ❖ Mergers & Acquisitions practitioners
- ❖ Sales directors
- ❖ Sales managers
- ❖ Account managers
- ❖ Sales executives
- ❖ Account executives
- ❖ Pre-sales resources
- ❖ Government officials
- ❖ Procurement professionals
- ❖ Project managers
- ❖ Programme managers
- ❖ Commercial managers
- ❖ Contract managers
- ❖ Engineers
- ❖ Lecturers
- ❖ Lawyers

Agenda Outline

Day 1

- ❖ A whole brain approach to advanced negotiation
- ❖ Personal negotiation preference profiling
- ❖ Negotiation leading practices overview

Day 2

- ❖ Negotiation & conflict management styles
- ❖ Compiling a concession strategy
- ❖ How to create a Negotiating to Win More! climate for negotiation
- ❖ The art & science of persuasion
- ❖ Questioning techniques

Day 3

- ❖ How to create common ground
- ❖ Creativity in negotiation - how to create options
- ❖ Using & countering power in negotiations
- ❖ Videotaped negotiations simulation 1 with personal feedback

Day 4

- ❖ Negotiating to Win More! methodology application
- ❖ Negotiation team composition and role definition
- ❖ Verbal & non verbal communication
- ❖ Videotaped negotiations simulation 2 with personal feedback

Candidates will engage in negotiation simulations and case studies throughout the workshop to entrench the behaviours and skills advocated.

A video taped simulation is conducted on the final day, providing delegates with highly personalised feedback and a DVD copy of the case study after training.



'TNA-Europe's preparation for the engagement was thorough and ensured that their instructors had a detailed understanding of our business environment and desired key outcomes.'



'I thought that the course was good. I thought the balance between practical work and theory was about right and I felt that the tutor was reacting to our needs rather than sticking to a prescribed agenda.'



'I liked "games" and sharing "life examples", which made me understand the techniques better. I've completed many profiling tests before but this one was the best!!!'



'I have recommended that this training should be conducted for other departments that deal with our customers. Excellent course to attend.'



'This was my first course of this kind and I found it very fruitful, enjoyable and interactive.'

Entry requirements

- ❖ 3 to 5 years practical negotiation experience.
- ❖ Telephonic consultation.

Certification

Upon successful completion of the online post course assessment, successful participants will receive The Negotiation Academy - Europe's Certificate of Proficiency in Advanced Negotiation Skills.

Dates, Cost & Locations for Public Access Seminars

The Advanced Negotiation Public Access seminar is 4 days in duration and costs £ 1 695 + VAT. The course fee includes:

- ❖ Pre course online preference & outline competency profiling
- ❖ Pre-course online negotiation preference and competency profiling
- ❖ Books and DVD workshop manual
- ❖ Copy of training slides (PDF)
- ❖ Refreshments throughout the day including 4 course lunches
- ❖ Profile debriefing and preference profiling results
- ❖ Personal Development Plan

Courses are scheduled to run regularly throughout the year in London, Amsterdam, New York and Los Angeles. For latest dates, venues and information on running the course in-house, please get in touch www.negotiationeurope.com call us on +44(0)8451298554 or send us an email at enquiries@negotiationeurope.co.uk

Public Seminar Satisfaction Guarantee

Your satisfaction is assured by our 6 month 'skills deployment' guarantee. The best thing about our guarantee is that you can trial the skills that we have imparted for a period of up to six months. If during this time you

find that for any reason our training course did not add value to your vocational environment, we will be happy to refund your course fees in full. This guarantee is available to all delegates who have completed the entire course.

Corporate Guarantee

We guarantee that the vast majority of your audience - at least 80% - will rate the workshop as relevant, educational, entertaining, thought-provoking and as having a business impact on their vocational environment. In the event that the guarantee is invoked, TNA - Europe will immediately return the full fee, less travel and other mutually agreed expenses. To validate this guarantee, TNA - Europe requires a 100% completion of the delegate feedback questionnaires.



'Fantastic experience!'



'I like having learned that negotiation can be managed as a structural process supported academically & practically for continuous improvement.'



'The case studies were very good as was the video on persuasion. Putting together SWOT, creativity, concessions strategy and trust building made this course very interesting.'



'Persuasion, questioning and the part on body language were excellent.'



'I would like to commend The Negotiation Academy - Europe on their engaging style and highly relevant, innovative content.'



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