AN EXCLUSIVE INVITATION

TOP NEGOTIATORS' GATHERING

Performance development event for experienced negotiators
who find it difficult to elevate their skill level even further

NOVOTEL

19-20 March, Budapest

NOVOTEL DANUBE HOTEL
Bem rkp. 33-34, 1027
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10 YEARS

BECOME BETTER. START TODAY.

EUROPE'S MOST POPULAR NEGOTIATION TRAINING

This special power coaching event is designed exclusively for experienced negotiators who want to take their skill levels to higher levels. This is not a "teaching" event, but an intense workshop for participants to experiment, share and test strategies, tactics, techniques or just practise with other professional negotiators.

COMPANIES THAT ATTENDED THIS COURSE INCLUDE

Florian Wally
CEO
Austria
CARDIF BNP PARIBAS GROUP

Very valuable interactive course, different from the internal & external trainings I have attended thanks to the knowledge of the trainer. Well thought out case studies and fun environment. I will definitely use the newly learned approaches to preparation & proposal making.

Gábor Vattay
Country Division Head
Medical Care, Radiology & Interventional
BAYER

This is already the second module I am attending, I learned a lot about my own behavior and style during negotiation and what I can improve, the trainer is excellent so definitely worth the investment.

TAKE PART IN COMPLEX NEGOTIATION SIMULATIONS UNDER PRESSURE

DEALING	with difficult people
CREATING	managing and blocking deadlocking tactics
MANAGING	senior people, negotiating upwards
COPING	with non-negotiable issues
HOW TO	handle difficult proposals
HANDLING	outrageous and unrealistic positions and demands
MANAGING	aggressive and competitive negotiators
BUILDING	powerful negotiating teams



Roman Kucharski
Sales Director
Czech Republic & Slovakia

I have attended a lot of negotiation courses but this one is exceptional. This is not about theory but real practice during the session, you learn a lot about both your behavior and your mistakes, simply outstanding. I found it beneficial for real life and for the business.

Tinatin Bonney
Acting Head of HR
Malta, Belgium & Spain

This specific course did elevate my skills as negotiator. We frequently negotiate job offers, exits, labor unions, stakeholder involvements, it has given me much more confidence. Mike has a solid HR background and that allows him to understand how to tailor to our needs.

WHY IS THIS TRAINING DIFFERENT?

LEVEL	This session is designed for those already experienced negotiators, who attended multiple internal and external sessions, and want to keep on improving to even higher levels.
EXPERTISE	Mike is not a theoretical trainer, but a negotiator and a trouble shooter with over 35 years of experience from all around the world, who shares proven tactics and strategies that work.
FLEXIBILITY	With the help of a special pre-course questionnaire, we adjust the course to your needs so you get what you came for & achieve far more, than adapting to a general training agenda.
EXPERIENCE	Mike has worked all over the globe, both with governmental institutions and corporate organizations, leading and being involved in multicultural teams & environments.

98.3 %

of attendees told the course met their expectations

74.4 %

of attendees told the course has exceeded their expectations

84.6 %

of attendees joined the follow up module

100 %

of attendees told they will use the tools from the session in their work

DETAILED VIDEO ANALYSIS & PEER TO PEER FEEDBACK

Each Topic is covered starting with an interactive lecture followed by a negotiating case. Each case involves team selection; preparation; negotiation. Followed by detailed review.

During each review insights are provided into the strategies and tactics that can be tried as the workshop develops. How and When to use particular gambits.

14 Seats Available





EXTENSIVE	practical casework with expert analysis
BI-LATERAL	and multi-lateral negotiation scenarios
SIMULTANEOUS	casework to test competing strategies and styles
SMART	coaching to apply pressure and tension

YOUR POWER COACH: MIKE ROBERTS

Mike is one of the UK's leading international Negotiating Coaches and Consultants with a wealth of high level experience. His expertise comes from working at Board level for a world-class multi-site international business and as a Trouble Shooter.

He has led large professional teams covering a variety of significant high level negotiations often in highly complex situations – in M&A, Procurement and Employee Relations.

What to expect from the training



COMPANIES MIKE HAS WORKED WITH INCLUDE

Tesco, Asda, Sainsbury, Waitrose and the John Lewis Partnership, Astra Zeneca, Pfizer, GSK, Unilever, Cadbury, Schweppes, Mars, Pepsico, Egis, Coca Cola, Swarovski, New York Times Global, Nissan, Richter Gedeon, The BBC, Channel 4, The Ministry of Defence, Government of Bermuda, British Venture Capitalist Association, KPMG, IBM, OMYA, Tessenderlo Group, INEOS Styrolution, BASF, Lenta, Perfetti Van Melle, Bayer, BRB, Chèque Déjeuner and Apple.

MIKE'S BACKGROUND & EXPERTISE

Mike uses a fascinating range of proven and trusted techniques developed and polished over the past 30 years. It all began because of the appalling lack of genuinely experienced negotiating trainers to work on major projects in the 70's.

Mike does not look for the quick fix; but rather a deep understanding of the subject and the pursuit of sustainable improved performance. He has extensive commercial experience having worked with top buying teams in retail, professional selling and international buying teams in FMCG, major contract negotiators in IT and construction and management boards in leading global manufacturing companies.

In recent years, Mike has run Advanced Negotiating Workshops as part of the Cambridge Judge Business School MBA program and lectured on the MSc program on Global Business at Nottingham University Business School.

Are you looking for a customized training?

Many of our delegates are looking at specific problems, or issues unique only to their organisation.

Get in touch



DRAFT AGENDA

(FINAL AGENDA DESIGNED WITH DELEGATE INPUT)

MANAGING THE PROCESS

- Hands on practise managing the complete process
- Learning how to move around the process with control and confidence
- How to win back control and maintain it
- Discover the benefits of Pacing yourself and the process.
- Know how to slow down, deadlock, move forward, accelerate.

BUILD NEGOTIATING CONFIDENCE

- To be Assertive & Strong
- Know which Step you are in; Recognise where you should be
- Navigate the process with cool calm certainty.

LEARN HOW TO HANDLE DIFFICULT SITUATIONS

- Conflict
- Deadlock
- Inflexibility
- Aggression
- Unreasonable Demands

GAIN A DEEPER UNDERSTANDING OF THE OTHER SIDE

- Questioning
- Clarifying
- Body Language
- Use of Hypotheticals
- Probing & Developing Signals
- Building a negotiator's picture

DISCOVER

- Creativity and flexibility under Pressure. Be ready for anything;
- Think clearly under stress; Always have options.
- A range of effective strategies, tactics and gambits

TOPICS WE'LL COVER

TOPIC 1: PREPARATION

- Learn and practise the essence of good preparation
- Set clear, measurable, achievable Objectives
- Build a personal library of strategies
- Gain experience of handling the tasks of the complete negotiator

TOPIC 2: DIALOGUE

- Active Listening
- Understanding what information to give and what to conceal
- Open questioning techniques
- Picking up Signals and using them to advantage
- Note Taking
- Summarising and Clarifying

TOPIC 3: PROPOSING

- When
- How
- Presentation Skills
- Using your Proposals to move the process forward
- Countering – How to regain Control and build towards the Deal

TOPIC 4: FINESSING TECHNIQUES

- Bargaining – Up & Down Trading
- Shaping and Packaging
- Dealing with Unreasonable Demands
- Investing for profit – how to teach the other side to go for a win / win
- Discipline of trading & conditionality
- Tactics and Gambits for dealing with different situations

TOPIC 5: CLOSING

- When? Disciplines and Opportunities.
- Advanced Closing Techniques & Gambits
- Golden Closing Rules
- Agreeing – Making sure both sides agree the same deal
- Implementation – Honouring the Deal – Laying the foundation for your next Deal

EARLY BIRD DISCOUNT TILL DECEMBER 20TH

SINGLE SEAT	1900 EUR	per person
BOOK 2 PEOPLE	1800 EUR	per person
BOOK 3 PEOPLE	1750 EUR	per person

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STANDARD SINGLE SEAT	2300 EUR	per person
STANDARD BOOK 2 PEOPLE	2000 EUR	per person
STANDARD BOOK 3 PEOPLE	1850 EUR	per person