



NEGOTIATING WITH CONFIDENCE

GOAL:

Most managers claim to be good negotiators. But according to current studies, some 80% of executives are not able to get the best possible results in negotiations. Negotiations are unusual and complex scenarios, from which all participants want to emerge successful.

Psychological factors tend to cause people to overestimate their negotiating success, even when the results are paltry. Experienced negotiators, by contrast, utilize this over-confidence for their own benefit. Become one of them yourself!

No one is born with a natural knack for goal-oriented negotiations with others. But like many other abilities, it can be taught. Negotiations are often conducted based on gut feeling and not preparation and tactical considerations, even though this can produce disastrous results.

Proactive techniques allow the negotiators to reach their goals effectively. These techniques have been developed at university level and modified for practical use.

How should I prepare for a negotiation? What are the best-suited methods for long-term success? What is an alternative "culture" in negotiations? Our training provides answers to these questions.

With Corporate Trust's training, you will learn effective negotiation techniques and be able to self-practice them. The sessions are tailored to your

requirements. The methods that we teach have been designed at the universities of Harvard, Kellogg and Munich (LMU) and modified for practical application.

TARGET AUDIENCE:

- Entrepreneurs
- Managers
- Sales and Purchasing Employees
- Lawyers
- Expats

RESULTS:

You will be aware of tricks and trapdoors in negotiations and actively practice various techniques leading to successful outcomes.

TRAINERS:

Guy Katz is a former member of a special unit inside the Israeli intelligence service. He teaches at Ludwig-Maximilians-University (LMU) in Munich. Based on his long-standing practical experience in the field of negotiations, he has been educating managers of mid-sized companies on a variety of negotiation techniques.

CONTENT AND AGENDA:

1. Introduction to negotiating
 - More complexity than expected
 - Academic insights
2. Market negotiations (Level 1)
 - Active practice with a partner
 - Trainer's analysis and feedback
3. Complex negotiations (Level 2)
 - Active practice of a complex scenario
 - Trainer's analysis and feedback
 - Long-term thinking in negotiations
4. Tricks of the trade
 - Who makes the first offer and why?
 - How do I make sure never to lose control?
5. Inter-cultural negotiations
 - Cultural idiosyncrasies while addressing people
 - Cultural differences
6. Negotiating in your company

DURATION:

7 - 8 hours

SESSION LOCATION:

The training is held on your premises.

PRICE:

€ 2.500,-

CONTACT:

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