

# Advanced Negotiation Strategies

08<sup>th</sup> Oct & 09<sup>th</sup> Oct 2007.

Mumbai - JW Marriott

11<sup>th</sup> Oct 12<sup>th</sup> Oct 2007.

Delhi - Radisson



## Your international facilitator:

**Dr. Michael Benoliel,**

Director

**Center for Negotiation**

## Key Benefits

- Identify the core competencies of world class Master Negotiators
- Understand and learn how to manage the strategic context of the negotiation arena
- Identify and negotiate interests and not positions
- Learn how to creatively create value for mutual gains
- Identify your negotiating style by using the Master Negotiator Profile (MNP) and the Herrmann Brain Dominance Instrument (HBDI)
- Recognize and manage barriers (psychological traps) to rational negotiation
- Identify and use effectively the universal principles of influence

**Limited Seats...  
Book Early!**

Preeti Taneja  
Programme Producer  
Cell. 93222 83846

**Early Bird & Group Discounts**

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Professional Training

## Masterful Due Diligence

- Why negotiators fail to prepare
- Scenario planning
- The hazard of the preparation trap
- Framework for masterful preparation
- Rational and “irrational” negotiations
- Knowing what you need (must have) and want (like to have)
- Develop your negotiation entry and exit strategies
- Develop multiple options, including no deal option (BATNA)
- The power to walk away from the deal

## HANDS-ON SIMULATION: Multi-issue, One-on-One Negotiations

### Negotiating Styles

- Joint problem solving: Negotiate for mutual gains
- Creating and claiming value
- Design value-creating deals
- Setting the tone of the negotiation
- Negotiate the spirit of the deal
- Explore interests and move away from positions
- Invent creative options
- Moves at the table (offers, counter-offers, concessions, deadlines, managing the emotional atmosphere)

### Think Strategically and Act Opportunistically

- Moves away from the table (agenda, parties, issues, sequencing, coalition building)
- Identify and map the stakeholders and their interests
- The nature of multiparty negotiations
- Forming winning coalitions
- Sequencing the coalition recruitment process
- Unity: keeping your coalition together
- Blocking threatening coalitions
- Decision rules

## HANDS-ON SIMULATION: Multi-issue, Multiparty Negotiations

## HANDS-ON SIMULATION: Coalition game

### About your course facilitator:

Dr. Benoiel is the author of the books titled **The Upper Hand**, and **Done Deal: Insights from Interviews with the World's Best Negotiators**, which was selected by the Chicago Tribune as one of 2005 best business books. His media interviews and appearances include: Bloomberg Television; CAN TV Channel 21, Chicago; BusinessWeek; The Deal: National Public Radio (NPR); The Washington Diplomat; The Monitor; Realtor Magazine; The Wall Street Radio Network; Voice of America; WNTN Boston; Metro Radio; and Business Talk Radio Network.



Dr. Benoiel is the Director of the Center for Negotiation located in Potomac, Maryland, USA. In his 20-year career as a management consultant and corporate trainer, he has trained managers and executives in Advanced Negotiation Strategies; Conflict Management; Strategic Planning, Team Building, and Transformational Leadership in the United States, Asia, Africa, and the Middle-East. Some of these organizations include: Microsoft; Vishay Intertechnology; Hewlett-Packard; Agilent Technology; Motorola (China) Electronics; Institute of Systems Sciences (Singapore); Bosch; Deutsche Bank; ABN-AMRO; Exxon Mobile; Petronas (Malaysia); Petronas-Mitco (Japan); Halliburton; Bayer Health Care; Johnson & Johnson; Singapore Tourism Board; Reuters; Cathay Pacific Airways; British American Tobacco; Manulife; American International Assurance (AIG); RICOH; and AT&T Asia Pacific. As a certified trainer in Herrmann Brain Dominance Instrument (HBDI), he uses the “whole brain” approach in his practice.

An international speaker, Dr. Benoiel is affiliated with The London Speakers Bureau; Saxton Speakers Bureau; The Speakers Agency; Sydney Speakers Bureau; and The Australian Speakers Bureau. He has given presentations and workshops on Negotiating Masterfully in London; New York; Hong Kong; Singapore; Cincinnati; Washington, D.C.; Paris; Venice; Kuala Lumpur, Malaysia; and Kampala, Uganda

### Designing the Process and Structure

- A framework for the negotiation process
- Designing the structure of the negotiation
- Process management skills

### Negotiation Style Assessment

- Identify your negotiating style: The Master Negotiator Profile (MNP)
- The concept and application of the Whole Brain Negotiator
- Implications of self and team profiles for effective negotiation

#### EXERCISE: Master Negotiator Profile (MNP)

#### EXERCISE: Herrmann Brain Dominance Instrument (HBDI)

### Team Negotiation

- The complexity and dynamics of team negotiation
- Potential disputes, challenges, and traps to avoid
- Strategies for designing and building your cohesive team

### HANDS-ON SIMULATION: Multi issue team negotiation

### The Art and Science of Persuasion

- Learn the six universal principles of persuasion
- Using the persuasion principles in your negotiation

### International Business Negotiation

- Elements of national cultures
- Negotiation styles of different cultures
- How to negotiate effectively in the East and the West

### Who should attend

- Vice Presidents
- General Managers
- Operations Managers / Directors
- Project Managers / Director
- Project Engineers
- Project Managers / Directors
- Sourcing / Purchasing Managers / Directors
- Head of IT
- Head of Engineering
- Business Development Managers / Directors
- Research & Development Managers / Directors
- Legal Counsel
- Consultants

## Testimonials

The past delegates who had attended the Advanced Negotiation Strategies workshops (in Asia) represent multiple industries: Oil and Gas, Information Technology, Health Care, Government Services, and Education. General testimonials appear in the testimonials tab of [www.centerfornegotiation.com](http://www.centerfornegotiation.com). Testimonials and references from training organizers in Singapore, Hong Kong, and Malaysia are available upon request.

Dr. Benoliel was OUTSTANDING. The reception and feedback from our Project management Institute membership was record-breaking. I highly recommend his seminar. His insights and techniques are practical and applicable immediately to any situation, in any industry. I highly recommend him."

#### Susan Thomas, Vice President Programs, Project Management Institute

"Dr. Benoliel is one of the best instructors I have had the pleasure to oversee. As a master professor, he is dynamic, a skilled group leader, and a superb discussion facilitator. Not only is his delivery and mastery of the material excellent, he also has sensitivity to the needs and interests of adult students."

#### Cathy Trower, Senior Director, Johns Hopkins University

### Day one & two programme schedule

08:30	Registration and coffee
09:00	Workshop commences
10:30 10:45	1st Tea break
01 to 2:00	Lunch
03:30 03:45	2nd Tea Break
05:00	workshop concludes

# Advanced Negotiation Strategies

## REGISTRATION

### INVESTMENT FEE:

- 1 Delegate - INR 21,500/- (base price)
  - 2 Delegates - INR 41,000/-
  - 3 Delegates - INR 57,000/-
  - 5 Delegates - INR 92,500/-
- Service Tax Extra (12.36%) As Applicable

### VENUE

08<sup>th</sup> & 09<sup>th</sup> October, 2007  
J.W. Marriott - Mumbai



JW MARRIOTT,  
MUMBAI

11<sup>th</sup> & 12<sup>th</sup> October, 2007  
Radisson - Delhi



{ Special discount for team of 10 and above }

Call IBC's registration on 022 - 6711 2400 / 093222 83846 or fax us on 022 - 6711 2422 or  
E-mail: [ibc@ibcinfo.com](mailto:ibc@ibcinfo.com) or Visit our Website: [www.ibcinfo.com](http://www.ibcinfo.com)

### PERSONAL DETAILS

	Name	Job Title	Department
1 Delegate	.....	.....	.....
2 Delegates	.....	.....	.....
3 Delegates	.....	.....	.....
Company Address .....			
Address .....			
Pin:..... Tel:..... Fax: .....			

To assist us with future correspondence, please supply the following details:

Head of Department					
Training Manager					
Booking Contact					
Nature of your company's business: .....					

PS : If you are unable to attend, we offer you the documentation course material at a discounted price on the said subject.

### PAYMENT TERMS:

A confirmation letter and invoice will be sent up on receipt of your registration. Payment is required within 5 working days on receipt of invoice. Please note that full payment must be received prior to the event. All payment should be in favour of "Business Communication" and couriered to 301 Rajesh Centre, Opp. Reliance Energy, S.V Road, Andheri (West), Mumbai - 400 058.

### CANCELLATION POLICY:

If you are unable to attend, a substitute delegate will be very welcome in your place with no extra cost. Cancellations must be in writing (letter/fax) and reach this office 20 working days prior to the event. Registration cancelled less than 7 days before the event must be paid in full and no refund can be given. However, if you wish to attend the next course, and you have paid your course fee in full then you are eligible for a 75% reduction on the next run of the seminar. This discount will be valid for 6 months only.



**Fee includes : Documentation, Luncheon, and Refreshments & Certificate of attendance.**

The program may change due to unforeseen circumstances.  
IBC reserves the right to alter the venue or speakers