

## ENHANCED NEGOTIATING STRATEGIES WORKSHOP

Date 12.18.2015

Time

Location

### Institute for Strategic Negotiations

Don't miss the Institute for Strategic Negotiations' world-renowned course entitled

#### **Enhanced Negotiating Strategies**

This one day course provides attendees with a thorough overview of best practices for managing negotiations. Strategic insights into key negotiating tenets such as the following are discussed in detail:

- Pre-negotiation due diligence
- Elicitation strategies
- Creating internal alignment
- Fractionalizing the other side
- Mapping your way to decision makers
- Optimizing the use of agents
- Developing a negotiations scorecard
- Making and responding to opening offers
- Defeating common negotiating tactics
- Deciphering body language
- Negotiating electronically
- Concessions management
- Closing negotiations
- Avoiding / managing renegotiations

This session will delve into optimizing the use of—and inoculating yourself from—negotiating tactics such as:

- The masochistic gambit
- The wounded dove
- Negotiating from the grave
- Human shields
- Predatory graciousness
- The Russian front
- Righteous indignation

- Exploding offers
- Pernicious frugality
- Damsel in distress
- Lazy lawyer
- The Hindenburg
- The afterparty
- Negotiating from the podium

Among the invaluable take away lessons from this seminar are:

- How to score points before the negotiations begin
- How to minimize your concessions
- How to emasculate powerful counterparts
- How to delegitimize unfavorable agreements
- How to quickly shut down favorable negotiations
- How to gain leverage by aligning with allies

Case studies in this course hail from:

- Donald Trump
- Steve Jobs
- Microsoft / Hotmail
- Federal Express
- Blockbuster
- Eminem
- The Girls Scouts
- Jack Ma (Alibaba)
- Sun Tzu
- Machiavelli
- Car salesmen
- The FBI
- Terrorist interrogators
- Lady Gaga
- David Lee Roth (Van Halen)
- Elon Musk

### Upcoming Session:

San Jose, CA — December 18, 2015

### Self-Study Options Are Available!

For more information about this course, please click **here**.

**Special Offer:** All registrants for the Enhanced Negotiating Strategies program will receive a complimentary copy of David Wanetick's recently released book **Business Model Validation**.

**About the Institute for Strategic Negotiations:** The Institute for Strategic Negotiations maintains the world's largest library of negotiating titles. To review more than 70 negotiating courses taught by world-renowned authorities, please visit us **here**.

Need customized negotiating consultation. Enroll in our **Negotiating Confidant** program.

For further information, please email **info@bdacademy.com** or call 609-919-1895 ext. 100 (in the USA).