



PROFESSIONAL PERFORMANCE DEVELOPMENT EVENT
AN EXCLUSIVE INVITATION



Negotiation Mastery

OGI EUROPE KFT. 1016 BUDAPEST HEGYALJA ÚT 7-13. HUNGARY

TEL: +36 1 408 8189

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WEB: www.ogieurope.com



**BECOME BETTER.
START TODAY.**



WE INVITE A SELECT FEW. TO BE EXACT, 16 OF YOU.

JOIN US FOR A ONE OF A KIND POWER COACHING EVENT.

The main objective of this *Follow Up* is to consolidate what was learnt in the first course, but after it has been tested when participants went back to their “real world” and tried out a new approach to negotiating.

Key Objectives of the Follow Up are:

- To practice the negotiating skills and audit personal progress with challenging cases.
- To Sharpen Up negotiating disciplines – particularly in the areas of Preparation, Proposal Making and Closing.
- To Learn, Familiarise and Finesse a range of Tactical Gambits and Techniques
- Review current market trends and practises and the impact on current deal-making.

Training outcomes are:

- Learning a greater range of tactics and strategies and when to use them
- Making sure that tactics are chosen and applied in the right way
- Improved management control over negotiations, negotiating teams and subordinates to produce better deals
- Benefiting from cross-cultural insights and experience.
- Networking with other experienced negotiators and share experiences
- Building a top down negotiating culture for your business



Methodology

The methodology selected to achieve the best ROI for our clients follows detailed conversation with the relevant people to fully understand the precise needs of those attending.

This is further supported by each participant completing a short questionnaire. It is important that we have an insight into the corporate, functional and team problems to be confronted.

Our unique speciality is the transfer of knowledge through expert analysis; the training is therefore well targeted, relevant to each individual, challenging and provides a tailored program of practise for the group and each individual.

FORMAT

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.



We'll Cover Tactics for

- Dealing with difficult people
- Building relationships
- Creating, managing and blocking deadlocking tactics
- Managing senior people, negotiating upwards
- Coping with non-negotiable issues
- Up-trading / down trading
- Speeding up, slowing down and stopping
- Closing options
- How to handle difficult proposals, increase options for responding
- Handling outrageous and unrealistic positions and demands
- Managing aggressive and competitive negotiators
- Using adjournments, creating space
- Building powerful negotiating teams
- Specialised note taking - an essential for the professional

LIMITED TO

16
SEATS



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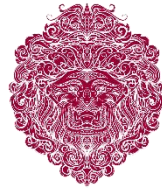
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Your draft agenda

The below serves strictly as an indication of content. As on the previous session, the final content will be customized around your needs prior and during the event.

Preparing for Negotiations

- Provide a "Best Practise" view of preparation:
- Setting Goals
- Information Management
- Strategy Planning
- Key Tasks - Leading / Summarising / Observing
- Style / Environment

Dialogue

- Critical Skills – e.g. Listening / Questioning
- Develop good clarifying and summarising techniques
- Information and Intelligence Management
- Verbal and Non-verbal signals and communications
- Note Taking

Proposing

- How to construct good powerful proposals
- The Essentials of Conditionality
- Presenting Proposals
- Timing / Who goes first? / Syntax / Control
- Responding to Proposals
- Key disciplines
- Possible Response Options
- Bargaining & Finessing Skills
- Development of Bargaining Capital



Examples of proposing techniques:

- Bacon Slicing
- Lawyers Bluff
- Precondition Bargaining
- Something for Nothing
- False Pressure
- Net it
- Multiples
- Deadlines
- Nibbling / One for the Road
- Argument Dilution
- Silence
- The Hypothetical (Just Suppose)
- Making Final Offers
- Road Maps
- Deadlock

Closing/Confirming/Implementing

- Closing Techniques for Negotiators
- Timing / Disciplines / Vulnerabilities
- Agreeing what has been Agreed
- Impact on Implementation on the next deal

Examples of closing techniques:

- The Trial Close
- Sign or else:
- Sanction Close:
- Summary Close:
- Time fuse:
- Either / Or Closing:
- Deal Assumption

Final Session

- Main Learning Points
- Most Common Mistakes
- Positive Actions - Tomorrow

Mike Roberts

Your Power Coach

Mike is one of the UK's leading international Negotiating Coaches and Consultants with a wealth of high level experience. He has worked with CEOs, Directors, senior and middle management teams across many and varied businesses and government sectors. He has trained and coached well over 7,000 senior staff over the years. His experience has taken him on assignments to The Far and Middle East, throughout Europe and to Bermuda and North America.

MIKE HAS WORKED WITH



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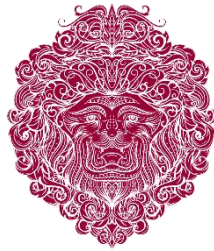
Mike's Background

Mike's expertise comes from working at Board level for a world-class multi-site international business and as a Trouble Shooter, helping 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. He has led large professional teams covering a variety of significant high level negotiations in highly complex situations – in M&A, Procurement and Employee Relations.

Mike uses a fascinating range of proven and trusted techniques developed and polished over the past 30 years, with the goal of achieving sustainable improved performance rather than a quick fix.

Few of the many organisations Mike has been working with

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, Tessengerlo Group, INEOS Styrolution, BASF, Lenta, Perfetti Van Melle, Bayer, BRB, Chèque Déjeuner and Apple.



24-25 September, 2019 - Prague

STANDARD PRICING

Single Seat	2300 EUR	per person
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Book 2 people	2000 EUR	per person
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Book 3 people	1850 EUR	per person
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DISCOUNTED PRICING till 19th of July

Single Seat	1900 EUR	per person
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Book 2 people	1800 EUR	per person
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Book 3 people	1750 EUR	per person
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