

# ADVANCED NEGOTIATOR<sup>®</sup> 2019



SCHRANNER  
NEGOTIATION  
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

# The program for experienced leaders and managers



ARD/hartaberfair

“Matthias Schranner renders Frank Plasberg speechless.”

ARD

## WHO SHOULD ATTEND?

The Advanced Negotiator® certification gives you the ability to control difficult negotiation processes, to deliberately create deadlocks, and to lead strategically and tactically difficult negotiations. This program is intended for experienced leaders and managers tasked with leading high-stake negotiations. You will be prepared for the role of the Commander and Decision Maker based on the FBI model.

## YOU WILL LEARN:

- ▶ To control even desperate situations
- ▶ To analyze yourself and your negotiation partner
- ▶ To create a deadlock deliberately
- ▶ To define a successful strategy
- ▶ To negotiate tactically and consistently

## CONTENT

- ▶ **ELEMENT 1:** The 7 Principles
- ▶ **ELEMENT 2:** Strategy & Tactic
- ▶ **ELEMENT 3:** Costly Mistakes
- ▶ **ELEMENT 4:** Certification

## INSTRUCTOR

Matthias Schranner  
(The assistance in between the elements is provided by a negotiation expert at the Institute.)

## DURATION

- ▶ 6 days of classroom instruction (2 days per element)
- ▶ Support in between the elements
- ▶ Individual preparation and follow-up

## SEQUENCE

- 1 Analysis of your goals and expectations
- 2 Participation in the three seminar elements
- 3 Support
- 4 Final examination
- 5 Certification
- 6 Membership in the alumni network

## INVESTMENT

EUR 12,000 (plus applicable value added tax) (CHF 12,000)

Included are:

- 1 Participation in all three elements (6 classroom instruction days)
- 2 E-learning access with your individual documentation and tests
- 3 Support before, between, and after the seminars
- 4 Final examination, including examination fees
- 5 Certificate
- 6 Membership in the “Negotiation Club”

## ADVANCED NEGOTIATOR® 7 Reasons

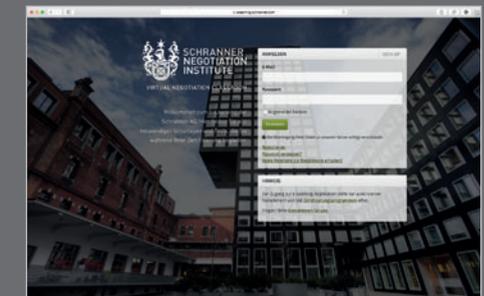
- 1 Clear focus:  
Difficult negotiations
- 2 For experienced managers only
- 3 Use of state-of-the-art technology
- 4 Instructor:  
Matthias Schranner
- 5 International cooperations
- 6 Virtual Negotiation Classroom
- 7 Negotiation Club Membership



## LEARNING MODEL

### Your path to become an Advanced Negotiator®

The Advanced Negotiator® certification consists of three modules that build on one another. Before attending the first module, you will take an online test to analyze your negotiation profile. This profile forms the basis for your development guideline for difficult negotiations. This guideline provides you with a solid departure point for your learning goals. Between the individual seminars you will undergo some testing to analyze your strengths and potentials. Based on the individual test results, we will develop your individual negotiation guideline and specify it during the classroom phases. Coordinated learning partnerships allow you to build best-practice sharing and the direct



application in the upcoming difficult negotiations. The course elements are offered in Zürich, Munich, Vienna, London, New York City, Shanghai, and Hong Kong. The seminar modules are taught interactively. Your personal e-learning access will be your constant companion during the certification process. You always have access to all relevant information and are in direct contact with our Institute. Together with you we will ensure that the transferred knowledge can be applied directly and successfully in your own negotiations. You benefit from the current results of our research activity and from our mentoring of difficult negotiation cases.

# Negotiations on the edge— the 7 principles

In this seminar, “Negotiations on the edge—the 7 principles” Matthias Schranner describes negotiation techniques that have proven to be successful and that you will be able to implement immediately in your business dealings. Many practical examples illustrate the appropriate approaches for purchasing, sale, price, and contract negotiations, with particular focus on difficult situations.

## OBJECTIVE

You will learn the principles of difficult negotiation and know how to control yourself and your negotiation partner.

## INSTRUCTOR

Matthias Schranner



You will receive a copy of the book “Negotiations on the Edge”

## CONTENT

### GOAL – STRATEGY – TACTIC

- ▷ Defining objectives for difficult negotiations
- ▷ Strategic vs. intuitive negotiation
- ▷ Successful negotiation tactics

### ENTRY

- ▷ The affective phase at the beginning of the negotiation
- ▷ Handling unjustified demands
- ▷ What should you do with threats?

### ANALYSING THE NEGOTIATION PARTNER

- ▷ Analyze the motives behind the positions
- ▷ Police and FBI negotiation tactics
- ▷ Why your negotiation partner must win

### LEADING THE NEGOTIATION

- ▷ Negotiating with irrational partners
- ▷ Proper behavior in a stress situation
- ▷ Stabilize the negotiation partner

### TEAM

- ▷ Set up your own team following FBI rules
- ▷ Negotiating with groups
- ▷ Recognize and use manipulative tactics

### RESOLVING A DEADLOCK

- ▷ Warning vs. threat
- ▷ Commonalities vs. opposites
- ▷ The fire-fighter uniform

### AGREEMENT OR BREAK-OFF

- ▷ Written formulations for an agreement
- ▷ Breaking off? If yes, how?
- ▷ Saving face, even in a deadlock

“Matthias Schranner advises  
managers, policy-makers, and the UN.”

DER SPIEGEL

“Many people do not understand  
**Donald Trump’s** behavior.  
Matthias Schranner does.”

DIE WELT

“Matthias Schranner is Europe’s the  
best-known **negotiation professional.**”

DIE ZEIT

“Matthias Schranner has tips for  
**Angela Merkel.**”

DER STERN

## WHO SHOULD ATTEND?

Managers responsible for high-stakes negotiations

## LANGUAGE

Munich, Vienna, Zürich: German

Hong Kong, Shanghai, London, New York City: English

## INVESTMENT WHEN BOOKED INDIVIDUALLY:

CHF 2,500 (plus applicable value added tax)

EUR 2,500 (plus applicable value added tax)

USD 2,800 (plus applicable value added tax)

## DATES

For available dates, please visit us online at

→ [www.schranner.com/seminars/advanced-negotiator](http://www.schranner.com/seminars/advanced-negotiator)

“Very interesting and informative. Full of practical examples,  
the seminar provided me with a completely new perspective, which  
I will be able to use for my difficult negotiations in the future.”

DAVID HUGHES

NEW YORK | LONDON | ZÜRICH | MUNICH | VIENNA | SHANGHAI | HONG KONG

# Negotiations on the edge—strategy and tactic

This seminar allows you to deepen your knowledge from “Negotiations on the edge—the 7 principles” and to combine it with your own case studies. The seminar discusses and analyzes actual negotiation cases, which will then be deepened through role-play. We will develop an individual guideline for each negotiation.

## OBJECTIVE

You will learn how to conduct negotiations strategically and tactically—even in difficult situations.

## WHO SHOULD ATTEND?

Participants must have attended **ELEMENT 1**. It is required that you prepare a difficult negotiation case. We would like to point out that you agree to abide by our confidentiality rules before you come to the seminar and will not disclose to third parties any content discussed during the course of the training.

## INSTRUCTOR

Matthias Schranner



You will receive a copy of the book “The Negotiator”

## CONTENT

### GOAL DEFINITION FOR COMPLEX NEGOTIATIONS

- ▷ LTN, License to Negotiate
- ▷ The 3 biggest mistakes in goal definitions
- ▷ Involving your company in the goal definition

### STRATEGY

- ▷ The 5 negotiation strategies
- ▷ How to handle demands from your opponent
- ▷ How to prepare and introduce demands

### POWER

- ▷ Power and powerlessness
- ▷ The shop view
- ▷ Using power deliberately

### RELATIONSHIP

- ▷ How resilient are your relationships with the opposing party?
- ▷ Maintaining short-term and long-term relationships
- ▷ How to build relationships strategically

### LEADERSHIP

- ▷ Negotiation tactics for difficult situations
- ▷ Conducting a negotiating in the team
- ▷ Managing aggression

### CREATE A DELIBERATE DEADLOCK

- ▷ Why the deadlock is necessary
- ▷ Deliberately creating a deadlock
- ▷ Ways out of a deadlock

### BRIEFING AND DE-BRIEFING

- ▷ Your personal strengths and weaknesses profile
- ▷ Custom advice for your negotiation
- ▷ Your development plan to become a professional negotiator

## INVESTMENT WHEN BOOKED INDIVIDUALLY:

CHF 3,000 (plus applicable value added tax)  
EUR 3,000 (plus applicable value added tax)  
USD 3,400 (plus applicable value added tax)

## DATES/PLACES:

For available dates and places, please visit us online at  
→ [www.schranner.com/seminars/advanced-negotiator](http://www.schranner.com/seminars/advanced-negotiator)

# Negotiations on the edge—costly mistakes

This seminar introduces you to the negotiation Scorecard®. You gain insight into how negotiation processes are controlled.

## OBJECTIVE

You will learn how to avoid the most costly mistakes in difficult negotiations and how to lead the most difficult negotiations to success.

## WHO SHOULD ATTEND?

Participants must have attended **ELEMENT 2**.

## INSTRUCTOR

Matthias Schranner



You will receive a copy of the book “Costly Mistakes”

## CONTENT

### THE “WIN-WIN” AGREEMENT AS THE PRIMARY GOAL

- ▷ What really counts
- ▷ On victory and defeat
- ▷ The end of win-win

### GOOD CONTENT PREPARATION IS ESSENTIAL

- ▷ Why preparing the contents too well will lead to defeat
- ▷ Introducing unrealistic demands
- ▷ Rhythm of Negotiation

### OUR COMPANY IS PREPARED FOR ESCALATION

- ▷ Team set-up according to FBI rules
- ▷ When will the boss intercede?
- ▷ Information embargo during the crisis

### WE MUST ENSURE CLARITY EARLY ON

- ▷ The danger of committing early
- ▷ Saving and losing face
- ▷ Window of Opportunity

### WE HAVE THE POWER / WE ARE POWERLESS

- ▷ Negotiating in the “driver’s seat”
- ▷ Analyzing the negotiation power
- ▷ When your opponent has the power

### NEGOTIATING IS AN INTUITIVE MATTER

- ▷ Pragmatism vs. principles
- ▷ The most important tactics
- ▷ When intuition leads to failure

### AVOIDING DEADLOCKS

- ▷ Consistency vs. toughness
- ▷ Single point of contact
- ▷ Breaking off and resuming the negotiation

## INVESTMENT WHEN BOOKED INDIVIDUALLY:

CHF 3,500 (plus applicable value added tax)  
EUR 3,500 (plus applicable value added tax)  
USD 4,000 (plus applicable value added tax)

## DATES/PLACES:

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