



## OPEN\_PROGRAMMES\_2011

## "Negotiations on the Edge"

You master 95% of your negotiations.

In these negotiations, a rational approach and established forms of communication work well. These 95% of negotiations will not be part of our programmes.

In our programme "Negotiation on the Edge" we would like to work on the remaining 5%: dealing with unreasonable demands, negotiating under pressure, controlling stress and fear, handling disagreeable negotiation partners, fending off unfair tactics...

In difficult negotiations rational forms of communication do not work. Whoever wants to succeed needs more, more strategic thinking, more "coolness" in the situation, more knowledge about irrational behaviour.

Our programme consists of two elements, in combination with a comprehensive pre- and post-learning.

Element 1:

2-day programme "Negotiations on the Edge– the 7 Principles"

You will learn the seven principles of leading difficult negotiations.

Focusing on controlling and guiding your negotiation partner, we will take you through the entire negotiation process. This programme is the kick-off for leading difficult negotiations. A basic knowledge about negotiating is required.

Element 2:

2-day programme "Negotiations on the Edge – Strategy and Tactics"

In this programme, your current negotiation cases will be discussed, analysed and examined on with role plays. We will create a guideline for each negotiation. During the two days every participant has the opportunity to receive an individual coaching session, including "profiling."

# When negotiations get tough

## Our Institute

Schranner Negotiation Institute is a public company with headquarters in Zurich, Switzerland. With our office in New York and partnerships in the USA and in Asia, we have the necessary know-how and the required flexibility to support your negotiation process globally.

## Our Philosophy

There is always a winner – in sports, in politics, and in business. We believe that there is always a winner and a loser in difficult negotiations.

We want to support you to be the winner in your negotiations, based on fairness, credibility, and above all consistency.

We are driven by the idea that every negotiation can be turned into a victory. We are convinced that by proceeding strategically and tactically, even hopeless situations can be overcome. Over many years we have established a unique network of experts. All this with one purpose – to help your negotiation to be successful.

Our Institute focuses on VEPs – Very Experienced Persons. VEPs are negotiators who have great experience in dealing with difficult negotiations.

They know that a “win-win” approach and a partnership-oriented relationship do not necessarily work when negotiations get tough.

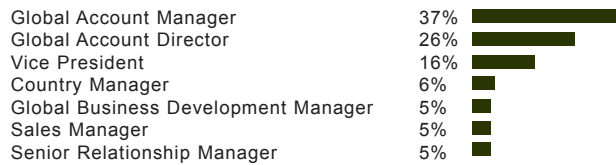
## Our Participants



### Industry



### Position



## Our Partnership

The co-operation with other Business Schools is necessary and beneficial to all of the partners concerned.

- \_ The University of St. Gallen, Switzerland
- \_ The University of St. Gallen – Institute for Marketing and Sales
- \_ The University of St. Gallen – Executive School of Management, Technology and Law
- \_ Lucerne University of Applied Science and Arts



- > Munich
- > Zurich
- > Vienna
- > London
- > Hong Kong
- > New York

## Negotiations on the Edge – The 7 Principles (Element 1)

### Target .....

You will learn the seven principles of leading difficult negotiations.

Focusing on controlling and guiding your negotiation partner, we will take you through the whole negotiation process.

### Content .....

1. Goals, strategy, and tactics
  - Setting goals for difficult negotiations
  - Negotiating strategically rather than intuitively
  - Successful negotiation tactics
2. Opening
  - The affective phase at the beginning of a negotiation
  - Dealing with high demands
  - Dealing with threats
3. Analysing your negotiation partner
  - Analysing the motive behind the position
  - Negotiation tactics used by the police and the FBI
  - Analytical listening
4. Leading a negotiation
  - Negotiating with irrational partners
  - Responding in stressful situations
  - Stabilising your negotiation partner
5. Team
  - Creating a team according to FBI rules
  - Negotiating with groups
  - Recognising and managing manipulation tactics

### 6. Warning

- Warning versus threat
- Common interests versus opposite interests
- The "fire brigade uniform"

### 7. Ultima ratio

- Trust and control
- Rules for the written agreement
- Breaking off the negotiation

### Participants.....

This programme is the start to managing difficult negotiations. A basic knowledge of negotiating is useful but not necessary.

### Language:

English (London, Hong Kong, New York)  
German (Munich, Zurich, Vienna)

# 2+



- > Munich
- > Vienna
- > London

## Negotiations on the Edge – Strategy and Tactics (Element 2)

### Target .....

You will learn how to negotiate strategically and tactically – especially in difficult situations. We will provide you with a guideline for your negotiations.

### Content .....

1. Defining a goal for complex negotiations
  - The dealmaker and the realmaker
  - The 3 biggest mistakes in setting goals
  - Integrating company goals
2. Strategy
  - The 5 negotiation strategies
  - Dealing with unfair demands
  - Preparing and communicating your demands
3. Power
  - Power and lack of power
  - Alternatives and how to use them
  - Deliberately using power
4. Relationships
  - How resilient is your relationship with your counterpart
  - Looking after relationships: short term and long term
  - Managing an international negotiation network
5. Leadership
  - Negotiation tactics for difficult situations
  - Team negotiations
  - Dealing with aggression

### 6. Deliberate deadlock

- Why a deadlock is necessary
- Conscientiously managing a deadlock
- Getting out of a deadlock situation

### 7. Profiling

- A profile of personal strengths and weaknesses
- Individual negotiation tips
- Development plan to become a professional negotiator

### Participants.....

This programme is for highly experienced negotiators who have successfully participated in "The 7 Principles"

### Language:

- English (London)
- German (Munich, Vienna)



## Training process

Our training process consists of 3 elements:

1. "Pre-Learning Process"
2. "Training"
3. "Post-Learning Process"

### "Pre Learning-Process"

The pre-learning process enables the participants to be involved in the whole learning process from an early stage. All participants have the opportunity to acquaint themselves with the seminar contents and methods and to prepare for the programme. The E-learning platform is protected with a password.

Various documents are available for the preparation, e.g. a short summary with all the details about the programme; customised pre-reading material, a handout and a questionnaire for preparing a negotiation.

All participants have the opportunity to submit their individual goals and expectations prior to training. In order to be practically relevant, participants are encouraged to prepare their most difficult negotiation situations online and introduce them into the training.

### "Training"

The focus of our programmes is on difficult negotiations. In the programme we impart important negotiation strategies and tactics – always practically relevant and always immediately applicable.

### "Post-Learning Process"

After our programme we support the participants with further negotiation advice, a negotiation newsletter, suggested further reading, personal test results etc.

As a follow-up to our programmes we offer workshops with experts on various topics such as "collective bargaining law" or "contract law." Our highlight of the year is the Negotiation Conference in Zurich. You will find more information about this at [www.n-conference.com](http://www.n-conference.com)

**“Personality, professionalism and didactic qualities make the course an experience.”**  
(Süddeutsche Zeitung)

"The professional Negotiator Matthias Schraner knows all the tips and tricks – and especially all the mistakes." (n-tv)

"It is the combination of expertise, rhetorical skill and brutal realism with which Schraner analyzes difficult negotiations that convinces all sceptics."  
(McK - McKinsey Magazine)

### **Matthias Schraner**

Matthias Schraner was a member of the crisis-negotiating task force for the German police department, where he negotiated in hostage situations, kidnappings, bank robberies, and suicide attempts. After having graduated as an administrative jurist, Matthias Schraner was responsible for conceptualizing and implementing successful negotiation strategies at the Ministry of Internal Affairs.

As a consultant for difficult negotiations Matthias Schraner supports executive managers of global organizations. He is the author of the books "Negotiations on the Edge", "The Negotiator" and "Costly Mistakes" as well as of numerous publications.

Matthias Schraner is CEO of the Negotiation Institute in Zurich/Switzerland, speaker at the St. Gallen University and advisor at the "Center for Strategic Negotiation" of WHU (University for Economics & Trade) Vallendar/Koblenz.

Benefit from his experience in dealing with the most difficult negotiations, acquire tools to transfer and implement his knowledge successfully to your difficult negotiations.



Schranner AG  
Negotiation Institute  
Ampèrestrasse 3  
CH-8037 Zurich

Phone: +41 / 44 / 515 46 15  
Fax: +41 / 44 / 515 46 16  
info@schranner.com  
www.schranner.com

## **Cancellation**

Separate booking of single days is not possible. Training cancellation is free of charge until four weeks prior to the training. For cancellation up to two weeks prior to the training, we charge 50% of the original price for the training. For cancellation within two weeks prior to the training, we charge 100% of the original price for the training.

## **Element 1:**

**2-day programme “Negotiations on the Edge – the 7 Principles”**

### **London**

October 27th and 28th 2011

### **Hong Kong**

September 8th and 9th 2011

### **New York**

January 13th and 14th 2011

May 5th and 6th 2011

## **Element 2:**

**2-day programme “Negotiations on the Edge – Strategy and Tactics”**

### **London**

November 24th and 25th 2011

## **Language**

English