
PROFESSIONAL PERFORMANCE DEVELOPMENT EVENT
AN EXCLUSIVE INVITATION



Top Negotiators' Gathering

19-20 MARCH 2020, BUDAPEST

You're a senior executive who knows that to stay sharp your skills need constant and regular checking, testing and improving if you are to stay ahead. You already know how to negotiate and have attended intermediate (or advanced) courses, but want to push yourself to even higher levels of performance. This is an essential part of your Leadership and Continuing Personal Development. This is ideal for fast track talent programs.

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**BECOME BETTER.
START TODAY.**



"Very valuable training for top management, I learned how to deal with customers in difficult situations and manage these difficult situations better. I also got new techniques how to improve my own negotiating skills so definitely recommend this course."

Adam Swzed

Managing Director for Central Eastern Europe - EGO Products

WE INVITE A SELECT FEW. TO BE EXACT, 14 OF YOU.

JOIN US FOR A ONE OF A KIND OPEN EVENT.

This special power coaching event is designed exclusively for experienced negotiators who want to take their skill levels to higher levels. This is not a "teaching" event, but an intense workshop for participants to experiment, share and test strategies, tactics, techniques or just practise with other professional negotiators.

WATCH



VIDEO

FEW WORDS FROM YOUR COACH

MIKE ROBERTS



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



MIKE'S BACKGROUND

His expertise comes from working at Board level for a world-class multi-site international business and as a Trouble Shooter. He has led large professional teams covering a variety of significant high level negotiations often 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. It all began because of the appalling lack of genuinely experienced negotiating trainers to work on major projects in the 70's. Mike does not look for the quick fix; but rather a deep understanding of the subject and the pursuit of sustainable improved performance. He has extensive commercial experience having worked with 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.

In recent years, Mike has run Advanced Negotiating Workshops as part of the Cambridge Judge Business School MBA program and lectured on the MSc program on Global Business at Nottingham University Business School.

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.



12 examples from Mike's previous projects include

1. Special input on understanding Complexity as part of Partner selection at Big 4 Accountancy firm. Including mentoring participants during strategy team event on yacht training exercise.
2. Advanced fee recovery workshop for UK senior partner level at Big 4 Accountancy firm.
3. Commercial negotiating workshop for UK Senior Partners of major international law firm.
4. Several projects for management Boards of 2 of the biggest UK broadcasters.
5. Special procurement negotiation events for Governmental specialist teams.
6. Bermuda Gov. Special project to promote a much firmer / tougher negotiating style to bring about economic change for island economy to increase cruise ship trade.
7. For VC client companies - Series of projects for individual companies wanting to develop fast growth through sharper deals in the UK, Europe and global environments.
8. Special strategy & tactical workshops for individual management teams covering: productivity deals, change management, enabling agreements to facilitate investment programs, wage negotiations, major IT procurements.
9. Consultancy projects to audit Boardroom approach to managing major contract negotiations (International Haulage).
10. In company conflict management workshops for Austrian specialist glass / crystal manufacturer.
11. Project to assist major international motor manufacturer prepare for capacity planning negotiations with HQ and international investment partners.
12. Many special team development workshops to sharpen up skill and discipline prior to major negotiations.



Many of our delegates are looking at specific problems / issues for their organisation, a department or negotiation team.

Typical examples are:

- Mergers – Greater clarity of objective – Identifying Risk – Developing alternative strategies – Using negotiating skills to improve Change Management Controls.
- Acquisitions – Understand Motivation; Other Side's Valuations; External Pressures
- Dealing with Monopolies – Understanding “The most efficient deal” – Adding creativity & flexibility – The Art of the Possible – Being Realistic
- Industrial (Human Resource) Relations – Combining Corporate Cultures / Productivity Deals / Protecting existing agreements /
- Brexit Issues - Managing the unanticipated.
- Budgets (Inter function conflicts, Boardroom differences)
- Multi-Lateral Negotiations – Advisors (Accountants, Auditors, Lawyers, Bankers, Investors) – Customers, Suppliers, Competing internal resources.
- Fee Recovery
- Price Increases and Reductions – Sellers / Buyers - managing the Supply Chain
- Managing Change
- Crisis Management



"I have found this negotiation skills training very useful for my daily work. I believe that negotiation skills are crucial for HR professionals because we frequently negotiate job offers, exits, labor unions, stakeholder involvements. This specific course did elevate my skills as negotiator and has given me much more confidence. Mike has a solid HR background and that allows him to understand how to tailor to our needs."

Tinatin Bonney

Acting Head of HR Malta, Belgium & Spain - Evolution Gaming

TRAINING FORMAT



Each Topic is covered starting with an interactive lecture followed by a negotiating case. Each case involves team selection; preparation; negotiation. Followed by detailed review. During each review insights are provided into the strategies and tactics that can be tried as the workshop develops. How and When to use particular gambits.

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.

THE TRAINING

We will 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

14
SEATS





"I have attended a lot of negotiation courses but this one is exceptional. This is not about theory but real practice during the session, you learn a lot about both your behavior and your mistakes, simply outstanding. I found it beneficial for real life and for the business."

Roman Kucharski

Sales Director CZ&SK Perfetti Van Melle – Czech Republic

WHAT YOU WILL LEARN

Managing the Process

- Hands on practise managing the complete process
- Learning how to move around the process with control and confidence
- How to win back control and maintain it
- Discover the benefits of Pacing yourself and the process.
- Know how to slow down, deadlock, move forward, accelerate.

Build Negotiating Confidence

- To be Assertive & Strong
- Know which Step you are in; Recognise where you should be
- Navigate the process with cool calm certainty.

Learn How to Handle Difficult Situations

- Conflict
- Deadlock
- Inflexibility
- Aggression
- Unreasonable Demands

Gain a deeper understanding of the Other Side

- Questioning
- Clarifying
- Body Language
- Use of Hypotheticals
- Probing & Developing Signals
- Building a negotiator's picture

Discover

- Creativity and flexibility under Pressure. Be ready for anything;
- Think clearly under stress; Always have options.
- A range of effective strategies, tactics and gambits



"This is already the second module I am attending, I learned a lot about my own behavior and style during negotiation and what I can improve, the trainer is excellent so definitely worth the investment."

Gábor Vattay

Country Division Head Medical Care, Radiology&Interventional - Bayer Hungary

Topic 1: Preparation

- Learn and practise the essence of good preparation
- Set clear, measurable, achievable Objectives
- Build a personal library of strategies
- Gain experience of handling the tasks of the complete negotiator

Topic 2: Dialogue

- Active Listening
- Understanding what information to give and what to conceal
- Open questioning techniques
- Picking up Signals and using them to advantage
- Note Taking
- Summarising and Clarifying

Topic 3: Proposing

- When
- How
- Presentation Skills
- Using your Proposals to move the process forward
- Countering – How to regain Control and build towards the Deal

Topic 4: Finessing Techniques

- Bargaining – Up & Down Trading
- Shaping and Packaging
- Dealing with Unreasonable Demands
- Investing for profit – how to teach the other side to go for a win / win
- Discipline of trading & conditionality
- Tactics and Gambits for dealing with different situations

Topic 5: Closing

- When? Disciplines and Opportunities.
- Advanced Closing Techniques & Gambits
- Golden Closing Rules
- Agreeing – Making sure both sides agree the same deal
- Implementation – Honouring the Deal – Laying the foundation for your next Deal.



Top Negotiators' Gathering

19-20 March 2020 - Budapest

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 20th of December

Single Seat	1900 EUR	per person
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Book 2 people	1700 EUR	per person
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Book 3 people	1500 EUR	per person
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