



The brightest minds in finance

# Negotiation Dynamics

# Be in control and steer the situation in your favor

Negotiations have a direct and measurable impact on your (professional) relationships and your ability to seize opportunities. Negotiations permeate our personal and professional lives and you engage in some form of negotiation every single day. How do you get to be in control, more alert about the risks and opportunities involved and more skilful at steering a situation in your favor?

**Negotiation Dynamics** is an intensive and hands-on program during which you will grasp the key elements of negotiation analysis and practice a multitude of 'live' cases. The 3-day program will facilitate you in greatly sharpening your negotiation skills and enlarging your repertoire.

## Learning by doing

The best way to learn about negotiation is to negotiate. You gain invaluable experience by engaging in a broad range of face-to-face negotiations. That way the discussed theories become (personal) insights.

## Real life cases

All the material, cases and role-plays are based on real-life negotiations. 'War stories', examples and anecdotes are drawn from thirty years of negotiating experience.

## Negotiation practice

Throughout the program, particular emphasis is given to negotiation practice, captured over the years by the experience of state-of-the-art negotiation professionals worldwide.

## How you will benefit

By attending the program, you will

- Master price negotiations
- Learn to structure complex package deals
- Identify opportunities to create value
- Avoid arguments
- Maintain composure under pressure
- Manage sound long-term business relations

"It gave me so much inspiration and intellectual stimulation. Wonderful! Thank you."

Treasury Manager Royal Vopak, The Netherlands

## Who should attend

Negotiations permeate our personal and professional lives and you engage in some form of negotiation every single day. While the **Negotiation Dynamics** program will benefit virtually all professionals, it will be of particular interest to:

- Investment bankers
- Consultants
- Executives in liaison roles such as country managers
- Lawyers
- Entrepreneurs
- Sales managers
- Key account managers
- Managers handling procurement

Participants wishing to enroll in the program should have experience in actual negotiations, for both their own benefit and the benefit of other participants. Please contact us should you feel the need to verify your level of knowledge, and/or the relevance of your work context.

# Program at a glance

## Day 1

### Price negotiations – concepts and tactics

- Diagnosis and preparation
- The twin pillars of bargaining power
- Opening offers
- Concession patterns
- Focal points and commitment
- Closing the deal

### Package deals – defining the optimal 'architecture' of complex agreements

- Creating a negotiable agenda
- Homans' Law
- Salami slicing
- Evaluating tradeoffs: 'efficiency ratios'
- Exploring options

## Day 2

### Breaking deadlock – a process perspective

- Aggressive negotiating challenges
- Changing the structure of the problem
- A process perspective on breaking deadlock: the method of the 'five A's'

### Negotiating deals in an uncertain environment

- The challenges of negotiating long-term contracts in an uncertain environment
- Identifying opportunities to create value
- Competition: playing on differences to lock in sustainable competitive advantage

## Day 3

### Mastering the process fundamentals

- Retaining composure under pressure
- Handling tough questions
- Knowing how to deal with lies
- Handling common negotiation challenges

### Asymmetric information

- Gaining personal credibility
- 'Show, Don't Tell'
- Promises and threats
- The negotiation time frame

3 days | € 4,750 | Check AIF.nl for dates

# The expert

Meet the brightest minds in finance. Learn from the world's leading finance academics and experienced corporate executives.



Ingemar Dierickx was Professor of Negotiation Analysis at INSEAD for nearly twenty-five years and subsequently

joined The Moscow School of Management (Skolkovo) until 2010. Prior to joining INSEAD, he worked at the Division of Research, Harvard Business School and with Professor Schelling (2005 Nobel laureate, Economics) at Harvard University.

His research on Negotiation Analysis and into the microeconomic foundations of Strategy has been widely published in scientific journals such as Management Science, Journal of Business, Strategic Management Journal, International Journal of Industrial Organization, and European Economic Review. He created INSEAD's executive program on Negotiation Dynamics and was its Director for fifteen years. At INSEAD, he received the award for Outstanding Teacher in the Elective Courses four times, as well as a special Lifetime Achievement Award for teaching excellence.

He is a senior partner of D&AC - Negotiation Advisors, a company that offers a wide range of negotiation support services. For nearly three decades, he has represented and advised high net worth individuals and corporate clients in a broad spectrum of industries, including banking, insurance, oil and gas, as well as the public sector.

## Enrolling & practical information

### Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

### Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

### Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

### Program location

The programs are held in the center of Amsterdam, within an easy walk from Amsterdam Central Station, and within 30 minutes from Schiphol international airport.

### Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

### In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 246 7140.

**Ready to learn more?** Find your program and reserve your place at **AIF.nl**

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