

# Advanced Fee Negotiation

A one-day workshop for senior bankers

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# Advisory Fee Negotiation

Fees are your top line – and given the largely-fixed cost base, your bottom line too. Fees deserve focus!

There are huge differences in fees charged even for similar deals – they are highly negotiable.

The different fee structures available (retainers, success fee, ratchets, discretionary...) give negotiators tools with which to get a great fee for the bank, without harming the relationship with the client.

Fee negotiation skills and tactics are highly trainable and implementable: practical planning tools; simple forms of words to shift the balance of power in your favour; counters to clients' objections, etc.

Our toolkit and training applies across a spectrum of deal *competitiveness*: from “we know we are the only bank they can use” to “we want the business badly and they told us another bank was cheaper”.

This is not remedial training or ‘negotiation for dummies’. It takes your experienced fee negotiators to an elite level: using a realistic negotiation exercise with video feedback to identify areas for improvement; equipping you with our toolkit; and sharing your own best practices among your MDs.

HBNC has distilled an Advanced Fee Negotiation Workshop from its 30 years as the City of London’s top negotiation consultant and run and honed it with great success at a global bulge bracket bank who said it “moved the needle” on their fees. The tutor has Private Equity and wider financial experience, and advises on M&A deals as well as running courses for banks, PE firms, corporate M&A teams, and more.

The payback on the cost (£21,000 + VAT if in UK) and day spent is immense.

# The Advanced Fee Negotiation Workshop covers:

- **Planning Toolkit:**
  - Assessing ‘the most the client might pay and still hire us’ in both competitive and non-competitive situations
  - Setting (alongside any Fee Committee) an Ambitious Target and Credible Opening Position; & for different fee structures
  - Key questions to ask clients, and answers to clients’ likely questions
- **Powerful forms of words to persuade clients that they ought to pay up**
- **At-table techniques to read the client’s mind:** do they mean what they are saying? What do they really think about my proposal: are they just trying to get money off or do we lose the deal at that price?
- **Dexterity with the ‘moving parts’ of fee structure:** ratchets with real value, discretionary that the client actually pays, etc.
- **Counters to all the objections a client can make to your fee** including ‘another bank will do it cheaper’, ‘you did it cheaper before’, ‘you need to invest in the relationship to position yourself for bigger deals to come’, ‘it’s only a quick, easy deal’; ‘we have an incumbent so you need to be cheaper’, ‘put your money where your mouth is with a ratchet’, etc.
- ...Now you have the tools, techniques & confidence you need to **Open with a Big Number**
- **Concession Rules** to only concede as much as you need to, maintaining your dignity as you move
- Opportunity to **share best practices** of and with your peers (small group, recommend 8-12)

In an **interactive, engaging workshop** featuring **two simulated M&A fee negotiations**, Q&A, and instruction – with no ‘torture by PowerPoint’. Materials include *The Pocket Negotiator* and bespoke handouts on fees. Participants get **3 months’ access to our groundbreaking AI Practice Partner** enabling them to practice full negotiations and key snippets of the tools at their convenience.

If you also negotiate **for** clients, not just against them – then run our longer Masterclass and learn our auction-feedback secrets