

Hartley-Brewer Negotiation Consultants' Masterclass has for over 30 years been the most *practical* and *powerful* negotiation course on the market. No bull****, boredom, or PowerPoint. Just proven tools and techniques to help you *create* and *claim* more value in your deals.

What you will learn

- Practical tools for planning the negotiation
- A process framework for conducting and controlling it, proceeding through the three Phases to a successful Closing of the deal
- To identify and manage your personal Style and Behaviour
- Practical mechanisms for Creating and exploring Options for Mutual Gain to build a better deal for both parties
- Knowing when and how to use reasoned argument – and when not to
- The ability to use and resist Power Tactics at the pivotal moments of the negotiation by
 - crafting and reacting to Opening Positions
 - managing the flow of Concessions
 - deploying Closes that seal the deal
- Elite-level skills at using and countering the tactics and gambits that are used in today's high stakes negotiations
- Negotiation during tenders and auctions: in particular, how to get your best bidder to bid against themselves (without lying to them) and how to avoid that when bidding.
- Hidden meanings of speech & body language
- Use of, and defence against, the 'Dark Arts'
- ...and much, much more.

A three day highly interactive workshop, then online practice

- The main learning method is participation in negotiation simulations, 1-on-1 and in teams. These are videoed enabling personalised feedback and the 'curriculum' of the course is drawn out of what is being done right and wrong on screen.
- Participative and fun, not a lecture or 'torture by PowerPoint'.
- Participants receive a copy of *The Complete Negotiator*, a manual packed with practical tools and techniques, and *The Pocket Negotiator*, its portable companion.
- Includes 3 months subscription to our unique AI Practice Partner: hone your skills after the course, getting detailed personalised feedback.

Tailored to your firm's key negotiation topics and situations

We tackle head-on your specific problems & situations, which we discuss with you prior to the course and collect from participants at the start of the course.

We select from our extensive library of simulations that capture these key topics.

For example, we can focus on sellers' or buyers' tactics; tenders/auctions or bilateral situations; long-term relationships or one-shot deals; negotiations where price is paramount or those where quality, relationship, etc. trump it; new business or re-pricing old.

Hartley-Brewer Negotiation Consultants

This boutique firm is the premier provider of high level negotiation training for companies in all sectors, private equity houses and professional services firms.

Our consultants have high level, real world negotiation experience and also consult on specific deals and disputes.

See hartley-brewer.com for more details.

Contact Stephen Hartley-Brewer on +44 7977 076 042 or stephen@hartley-brewer.com.

Details & costs

- 3 days, 9.00am-6.00pm
- We recommend 8-12 participants
- In your offices or (at your cost) external
- C. £38k (depending on exact number of participants) + £2,750 travel time if in Continental Europe / £5,500 USA + travel expenses. See Briefing.