



Distance learning postgraduate in:
ADVANCED NEGOTIATION TECHNIQUES



INSTITUTE FOR EUROPEAN BUSINESS ADMINISTRATION



Negotiation Programme



“People faced with upcoming negotiations often seek advice. Invariably, many if not most of their questions have a tactical slant: ... Should I make the first contact? ... Make the first offer? Start high? Concede slowly? Settle the easy issues first? Act conciliatory, though, threatening, or as a joint problem-solver? Arrange for a hard-hearted partner? Look for self-serving rationales or objective principles? ...”

(FROM W. BRESLIN, J. RUBIN, NEGOTIATION THEORY AND PRACTICE)



Certificate in Advanced Negotiation Techniques

IEBA has a broad experience in the development of negotiation techniques and trains professional negotiators such as politicians, managers, lawyers, high ranking civil servants, European Union experts, diplomatic personnel and even ambassadors!

Based on this remarkable experience, IEBA has developed a unique postgraduate distance learning programme (see infra the chapter Distance learning) to perfect the participants' negotiation techniques. This flexible short term non- resident programme, 2 to 5 months, allows our students to combine their professional activity with the negotiation programme and study at their own pace. It is specially designed to improve and refine bargaining skills in a highly competitive multi-cultural environment.

The course material is in English and evolves around the practical applications of the latest negotiation strategies and tactics. You learn from the very best: from the Harvard Negotiation School to Kissinger or Karras (who trains most of the Fortune 500 executives!).

It also the only programme including exceptional contributions from ambassadors and top EU officials: Directors; Directors-General.

The practical and pragmatic approach guarantees participants inside information concerning the most advanced and recent negotiation techniques, brought alive through numerous case studies. This exceptional course gets into all the crucial aspects of the bargaining process : conflict resolution, power relations, deadlocks, threats, concession making, etc... The postgraduate will undoubtedly radically alter your views about the negotiation process.

The best way to describe the programme is to quote some high level diplomats, experts to the EU and communication consultants who already participated :

“...very valuable and useful guidelines ... you definitely have a head start against people who don't master these techniques ... it changed my perspective ...the examples and case studies are illuminating”

More than 95% of our alumni indicated this unique course definitely provided an immediate return on their investment. Upon completion of an exam or paper, participants are awarded the Certificate in Advanced Negotiation Techniques.

Dr. Pierre Heyndrickx
Director



Programme

“There is a misconception that what you don’t know can’t hurt you. In business negotiating, what you don’t know can kill you”

FROM ACUFF (F), HOW TO NEGOTIATE ANYTHING WITH ANYONE IN THE WORLD, 1997.

- Realistically setting and achieving your targets
- Opening offers
- Dominating the talks by setting and controlling the agenda
- The different negotiation modes (cooperative, competitive, personal, institutional, organisational)
- Defensive and offensive strategies, how and when to use them
- Strengths and weaknesses from negotiation teams
- The power of informal talks
- Package deals
- The inside-out tactic
- Using deadlines: when and how
- How to act on ultimatums
- The low profile approach: using the other side’s objectives to attain your goals
- The high profile approach: dangers and advantages
- Beware of assumptions
- How flexible can you be?
- The art of concession making
- List of powerful and persuasive arguments
- Shifting power relations
- Personal versus institutional negotiations
- Internal versus external negotiations
- Group-to-group negotiations
- Divide and rule: looking for allies and using them
- Variations to the good/bad cop tactic
- How to change the « rules » to get what you want
- Walking away and coming back without losing face
- BATNA’s, the basis of every bargaining process
- How to handle deadlocks
- Dealing with unreasonable demands and threats
- Managing conflicts
- Risk taking and authority
- How to handle and use “escalation” to your advantage
- Building up arguments: the danger of overselling
- Power-related issues: legitimacy by using facts, statistics, expert reports
- Dealing with different negotiation cultures/personalities
- Lessons from the oriental approach: Confucius and “The art of War”
- Keeping the initiative
- Managing a crisis
- Insecure contracts, keys to consistent and lasting deals
- Tactics: auction and reverse auction, the disarmament tactic, the “must do better” tactic, the multi-step procedure, “no manoeuvrability”, ...
- Perfect timing : when and how to effectively close the deal
- Techniques that neutralize “surprises” or “ambushes” from the other side
- Read your opponent like a book, unveil hidden meanings in conversations, and analyse your opponent’s nonverbal behaviour
- The win-win approach
- Post-settlement negotiations
- Setting up a negotiation data base
- Case studies

Distance Learning

The programme in advanced negotiation techniques can only be followed through distance learning. While the time-consuming character of traditional education may inflict enormous pressure on professionals, non resident-programmes easily allow our students to combine career and study.

Students obtain their postgraduate degree at the Institute without having to leave their homes. A comprehensive syllabus and extensive reading materials are provided together with a description of the performance requirements. The course material is designed so you don't need any background in negotiation techniques. Students are not left alone to figure out what to do. A team of experts is at their disposal at all times to answer questions by mail, fax or telephone. Students are contacted regularly by the faculty, which will guide and assist them.

Each student chooses his own pace of study and can pursue his degree at home in a period from 2 to 5 months. When he feels ready, a student can take an examination or present a paper. This flexibility allows students to combine this study with other courses or with a professional activity.

If you have any questions do not hesitate to contact us!

Exceptional references

Our alumni include EU experts, sellers and buyers, managers, politicians, diplomats, lawyers, ambassadors, politicians; civil servants and trainees from international organisations such as the European Commission, the European Parliament, the European Investment Bank, the Council of Europe and NATO.



Application form



Copy or cut this form and sent to IEBA, Papegaaistraat 76, 9000 Gent, Belgium. Inscription fee includes all courses and reading material.

Tuition fee has to be transferred within 7 days after inscription on account number n° 123-6800224-75, OBK Banque, Graaf Van Vlaanderenplein 10, 9000 Gent, Belgium, IBAN code BE05 123-6800224-75; BIC: OBKBBE99.

Tuition fee Negotiation programme:

- unemployed, student, trainee, employee: € 195 incl 6% VAT.
- unemployed, student, trainee, employee; for a group of at least 4 inscriptions sent under the same envelope: € 165 incl 6% VAT.
- companies: € 295 incl 6% VAT.

Name, first name : _____

Permanent address : _____

Is your tuition fee paid by your employer: yes no

Tel (and mobile) : _____

e-mail : _____

Profession : _____

Diploma : _____

All cancellations must be sent within 7 working days after inscription by registered post or inscription fee will otherwise be charged. Any dispute the present inscription might give rise to false within the exclusive competence of the court of Gent, Belgium. The Belgian law shall apply.

Signature, _____ Date, _____

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The information in this brochure is subject to change.





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