

Certificate in Advanced Negotiation Techniques



The only programme with contributions from diplomats, politicians, executives and top EU officials.

Advanced Negotiation Techniques

“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)



The Institute for European Business Administration (IBEA) has a broad experience in negotiation trainings. For over 20 years we have trained professional negotiators such as politicians, managers, lawyers, high ranking civil servants, European Union experts, diplomatic personnel and even ambassadors!

Based on that remarkable experience, a unique distance learning Certificate in Advanced Negotiation Techniques has been developed. The programme can easily be combined with your professional activities.

It is specially designed to improve and refine your bargaining skills in a highly competitive multi-cultural environment. The course material evolves around the practical applications of the latest negotiation strategies and tactics, taken from the very best: from the Harvard Negotiation School, to the Oxford Negotiation programme or Karras (who trains most of the Fortune 500 executives!). It also includes exceptional contributions from entrepreneurs, high ranking EU officials, ambassadors and politicians.

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

The best way to describe the programme is to quote alumni:

"...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"

To secure bargaining skills is key to one's career. More than 94% of our alumni indicated this course definitely provided an immediate return on their investment.

Participants are awarded the Certificate in Advanced Negotiation after writing a paper.

The curriculum

“There is a misconception that what you don't know can't hurt you. In 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
Strength and weakness 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 going back without losing face
BATNA's, the basis of every bargaining

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 : the 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 and examples from entrepreneurs, top politicians, high ranking EU officials and diplomats.

Distance Learning

As the time-intensive character of traditional education sometimes inflicts enormous pressure on participants, this non resident-programme allows you to combine the certificate in advanced negotiation techniques with your current activities without interruption and without leaving home.

Participants study the course at home at their own pace from two up to six months. An extended course is provided, full of examples and case studies, which gives you unique insights into the most recent and relevant bargaining techniques taken from the world's best negotiators. Students are not left alone to figure out what to do. A team of experts is at their disposal at all times to guide and assist them or to answer by mail or telephone any question they may have. To graduate, faculty identifies with each participant a paper subject which is of particular interest to a current employer or their future career.



What do alumni think?

More than 94%! of our alumni acknowledge (based on their evaluation form) :

They would recommend this course

The course gave them new insights into the bargaining process

The examples and case studies are inspiring and very interesting

They will now approach negotiations in a different way

The certificate enhanced their career prospects by adding an exceptional experience to their CV

About us

The Institute for European Business Administration opened its doors in 1992 and has evolved as a leading training organisation proposing trainings (under the name *Global*, see www.globalmagevents.com) whereby high ranking EU civil servants and senior managers meet world authorities from the best European business schools such as London Business School, Insead, Cambridge, IMD Lausanne, Oxford or London School of Economics.

Subject matters includes leadership issues, people management and advanced negotiation.

Since 1999 a very successful programme has also been developed for students and trainees at international organisations (**EU institutions, OSCE, Council of Europe, UNO**).

The Institute also proposes a unique free business magazine with contributions from the world's most prestigious business schools: Harvard, Wharton, Yale, Cambridge, HEC Paris, Stanford, IMD, Oxford, London Business School, Georgetown ... Go for your free subscription to <http://www.globalbusmag.com/>

IEBA, Papegaaistraat 76, 9000 Gent, Belgium, Tel. +32(0)9 223 44 36(2-6pm), info@ieba-edu.eu or call Dr. Pierre Heyndrickx, Director at 0479 86 65 57 (1-6pm)



Inscription form

Copy & paste and send this form by mail (info@ieba-edu.eu) or post to IEBA, Papegaaistraat 76, 9000 Gent, Belgium,

All cancellations must be sent within 7 working days after inscription by registered post or inscription fee will otherwise be charged. Tuition fee has to be transferred within 7 days after inscription on account number IBAN code BE05 123-6800224-75; BIC code : CTBKBEBX.

Inscription fee includes *all* courses and reading material. The course will be sent to you by email after transfer of your tuition fee. Any dispute the present contract might give rise to false within the exclusive competence of the court of Gent-Belgium. The Belgian law shall apply.

Tuition fee : O € 385€ incl 6% vat.

Name, first name :

Date and place of birth :

Nationality :

Permanent Address :

Tel; (mobile) :

e-mail :

Profession :

Diploma :

Signature,

Date,

IEBA, Papegaaistraat 76, 9000 Gent, Belgium tel. +32 (0)479 86 65 57 (2-6pm !), fax +32 (0)9 224 49 73, VAT BE 0586959965, account N° 123-6800224-75, info@ieba-edu.eu