

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/>

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