

# Negotiation Mastery

Tools for the 21st Century Negotiator



Simon Horton

# Training

We specialise in teaching people to become great negotiators and we believe our courses are up there with the best in the world.

Our core programme is a bronze-silver-gold modular course, taking the delegate from an introduction level all the way through to mastery.

Of course, we run bespoke courses too and we'd love to talk to you about your specific needs and how we can help.

Our training draws on many fields. We use the Harvard model as well as many other commonly used negotiation techniques. We also take many findings from the worlds of psychology, NLP, game theory, neuroscience, decision theory, body language and elsewhere, to bring a cutting edge advantage to your skills.

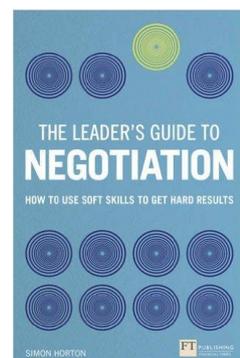
Our courses reflect our values. They are first and foremost about getting you your best results in any negotiation you find yourself in. We will guarantee you a positive ROI.

They are fun and they are highly interactive, 75% of the time is spent in activities or actual negotiations. And they are ethical, too – we will not teach you any sneaky dirty tricks! We will, though, definitely teach you how to defend yourself against them and, even better, pre-empt them so the situation never occurs in the first place.

Take a look at the curriculum and see just how much you'll learn.

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# Certification Training Programme

At the core of our offering is our modular programme – taking you through to Bronze, Silver, Gold and Mastery certification.

Each module is two days long, you can book one at a time or you can book the whole programme at once. We are even happy to talk to you to see how we can tailor it to your particular needs.

But take a look at the curriculum below and you'll see just how much you'll learn if you sign up with us.

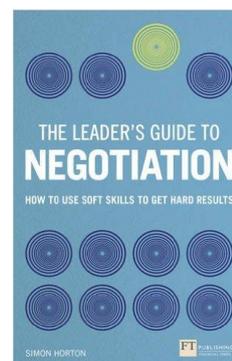
## Bronze Certification

- Learn the 4 guiding principles and 6 step method to the Strong Win-Win Methodology
- What great negotiators do
- The negotiator's magic wand
- The power of a strong Plan B
- Establishing rapport
- Establishing strength and credibility
- Distributive negotiation
- The Harvard Principle-centred negotiation
- Moving the other party to win-win
- Getting into the head of the other party
- 3 steps to win-win
- Dealing with deadlock
- The power of conditional language
- Dealing with difficult personalities
- Countering dirty tricks
- Closing successfully
- Being your best self in the negotiation
- Personal negotiation development plan

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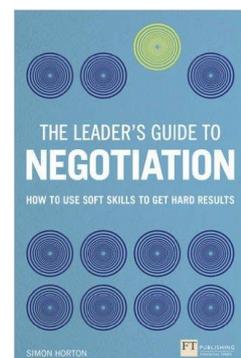
## Silver Certification

- Review of the Bronze programme and 4 guiding principles and 6 step method to the Strong Win-Win Methodology
- Negotiating backwards
- Managing complex, dynamic, multi-party negotiations
- Understanding the nature of power
- How to maximise your power, how to counter theirs
- Getting past no
- Deal making
- Creativity
- Problem-solving
- Trading/concessions
- Beware of the Winner's curse
- Listening deeply
- Negotiating with an open mind
- Knowing the best question to ask at any time
- Getting specific – find out what they *really* mean
- Mind-reading
- Trust – when to, when not to
- Applying game theory to negotiation
- Advanced rapport skills
- Developing your inner negotiation guru
- Personal negotiation development plan

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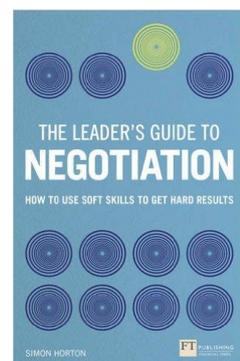
## Gold Certification

- Review of the Bronze and Silver programmes and the 4 guiding principles and 6-step method to the Strong Win-Win Methodology
- Turn them into a win-win fanatic
- Be your own mediator
- Wolf school!
- Building a compelling frame to persuade
- Controlling the reality of the deal
- The power of framing
- Group dynamics
- Controlling the negotiation agenda
- Thinking on your feet
- Finding out the unknown unknowns that make or break the deal
- Mental rehearsal
- Detecting deceit
- The art and science of persuasion
- Working with ambivalence
- Turning their pains to gains
- Indirect persuasion
- Building your personal power
- Personal negotiation development plan

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## Mastery Certification

- Review of the Bronze, Silver and Gold programmes and the 4 guiding principles and 6-step method to the Strong Win-Win Methodology
- The 6 steps to mastery
- Staying cool under pressure
- Conversational hypnosis
- Dealing with surprises
- Negotiating with aliens
- Being tough with the toughest
- Turning tigers into pussycats
- Creating massive extra value
- Landing the impossible deal
- A framework for wisdom
- Turning around worst-case scenarios
- Becoming the charismatic negotiator
- Loving the pressure, loving the challenge
- Advanced mind-reading
- Controlling their aspirations
- Personal negotiation development plan

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