

advantage
SPRING

**Making the most of your
Negotiation Masterclass**

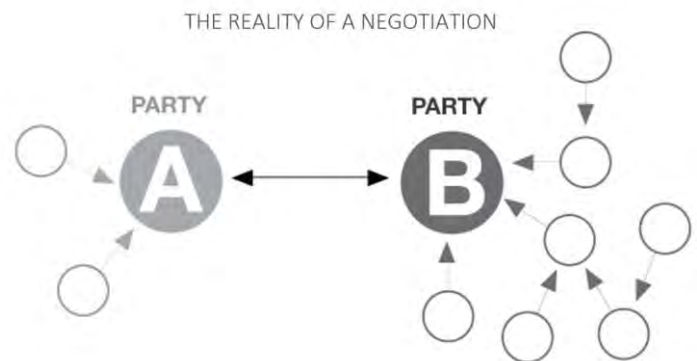


Tips for Virtual Negotiations:

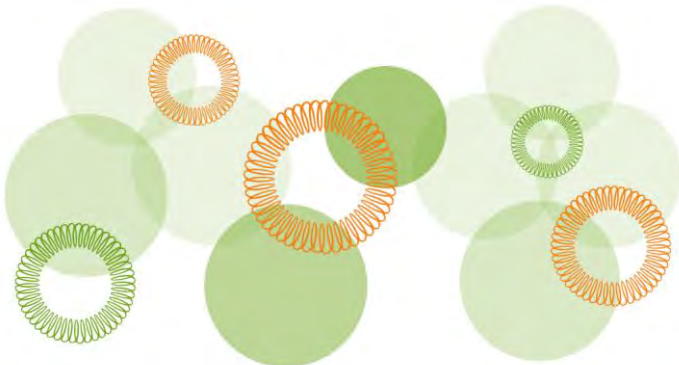
- Don't be caught out
- Don't wing it
- Beware Keyboard Warriors
- Set Ground Rules
- Watch out for virtual mistakes!

Understand your Counterpart:

- Remember to think about who you are negotiating with
- Who are they? What might they want and why?
- Who is influencing them?



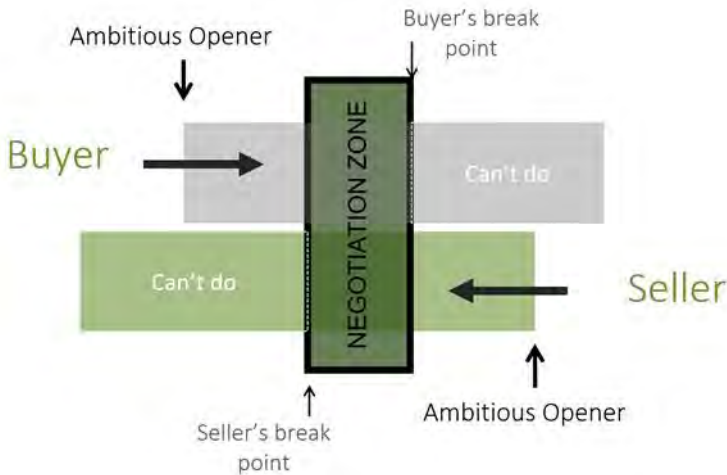
VARIABLE MAPPER: What are the issues?



Identify the Key Issues:

- Brainstorm all the issues that might impact what can be agreed to
- What variables need to be negotiated?
- Is there anything else that might influence the outcome?

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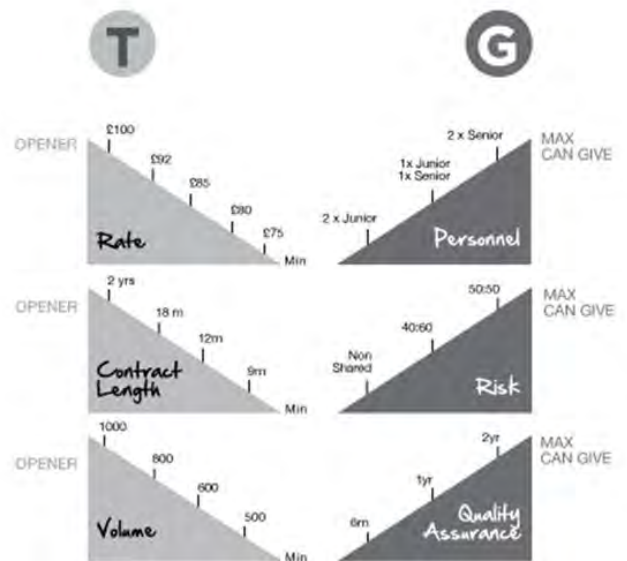


Planning Moves:

- Establish your breakpoint on every variable
- Think about what theirs might be
- Make sure you open 'ambitiously but credibly'

Plot your Moves:

- Establish the Takes and Gives
- Mark out the breakpoints for each variable to be clear on your boundaries
- Plot the possible moves that you could make for each variable
- This can now act as a reference point during the negotiation



Remember:

Plan multiple proposals in advance – If you, Then I
 Remember the power of ANCHORING
 Get your hands on the steering wheel
 Persevere by being Prepared



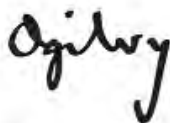
Meet Your Presenter:

Natalie Reynolds is CEO of globally respected negotiation firm advantageSPRING, author of bestselling book 'We Have a Deal' and Honorary Visiting Professor of Negotiation at Cass Business School. Natalie has worked with many of the world's leading companies, business schools, governments and NGO's including the United Nations, and has a reputation as one of the leading voices globally on diversity and negotiation.

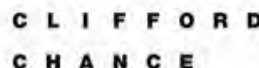
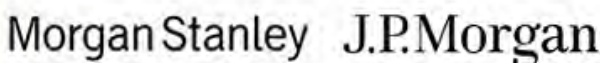
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- Described as 'a leading expert in negotiation' in Forbes magazine
- Creator of the award-winning DEALS™ negotiation method taught in business schools, and corporate environments worldwide
- Appointed as an Honorary Visiting Professor at Cass Business School in recognition of her work on negotiation
- In-demand speaker appearing at conferences and events and regularly interviewed in the press and on TV in Europe and the US
- Natalie's bestselling book 'We Have a Deal: How to Negotiate with Intelligence, Flexibility and Power' was shortlisted for the CMI Management Book of the Year 2017
- Natalie is the Founder of The Make Your Ask Project, a global initiative to empower One Million Women in partnership with charities worldwide
- Natalie advocates passionately for a 'new approach' to deal making that moves away from bullying, aggression and tough talk
- Advisor to the United Nations on negotiation

Natalie has worked with a diverse range of clients across Europe, Asia and the United States. Below are just some of the companies and organisations she has partnered with:



United Nations



Virtual Negotiation Training Options

“As an ex salesman I’ve been on lots of negotiating courses over the years and I probably got more out of this one today than I have all the other courses combined.

Brilliant quality and a great use of my time.”

Virtual Training Attendee, Global Insurance Company, April 2020

Live Masterclasses offer shorter bursts of practical tips, tools and takeaways to help boost negotiation capability and confidence.

The aim of the sessions are to challenge conventional thinking about negotiation, expose some common mistakes to avoid and provide a practical and easy to use negotiation and influencing toolkit that attendees can put into practice immediately.



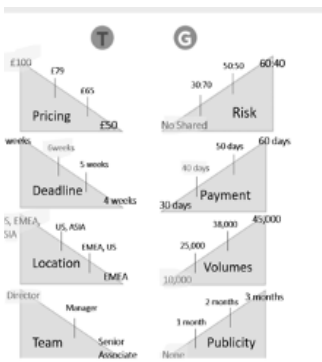
Our most popular classroom based training course is our one day **‘Negotiation PROFESSIONAL’** programme.

It has been adapted in recent years to be run virtually in two different masterclass based formats.

Option 1 provides a robust foundation to negotiation across two 2-hour masterclasses whilst Option 2 offers a more interactive experience with homework and follow up coaching interspersed between the masterclasses.

We can offer access to a range of pre-recorded masterclasses as part of our **‘Negotiation Lessons’**

Library. These short 20 minute lessons cover a selection of key negotiation topics and can act as introductory or refresher sessions. Topics include: Negotiating Virtually, Negotiation Psychology and Managing Relationships.



The Negotiation LAB® is a safe yet constructively challenging environment where clients can bring negotiation issues that are affecting their businesses to explore, experiment, and plan a real-world solution. We will assist you in building a strategic plan and developing a tactical approach to achieve your objectives.



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