



# GLOBE BUSINESS COLLEGE MUNICH

## STRATEGIC NEGOTIATION

### Content

- Introduction to Strategic Negotiation
- Preparing for Negotiation
- Claiming Value
- Creating Value
- Deciding on Positions, Interests and Strategy
- Multi-Party Negotiations: Sequencing and Coalition Building
- The Price of Mistrust and Suspicion: Negotiation in Adverse Situations
- Effectively Managing the Dilemmas of Negotiation
- Multilateral and Multi-Issue Negotiations
- Role of Culture and Gender in Negotiation

### Course Details

#### Dates:

#### Location

Globe Business College Munich  
Maximiliansplatz 5, 80333 Munich  
Tel.: +49 (0) 89 59 99 08 45  
[www.globe-college.com](http://www.globe-college.com)

#### Conditions

Minimum number of ten course participants required.  
Discounts for group bookings of over five people.

### Course Objectives And Content

This course presents key concepts of negotiation in accordance with the “Harvard Concept”. It assists participants in seeing negotiations as a strategic task, requiring careful preparation, decision analysis as well as communication skills for the process of “getting to yes”. In the first part of the course, the main problems and challenges involved in negotiations are analysed and typical negotiation methods (hard ball vs. soft ball; creating value vs. claiming value) are explored. In the second part of the programme, the process behind negotiation management is evaluated with a view to identifying best practice. What makes this course such a unique learning experience is the fact that after each block of theoretical knowledge, simulations are undertaken. These role plays are measured and scored, which means that students not only have a chance to check the results of the simulations in reference to their own expectations, but also with regard to their peers in the course. The discussion of these role plays is a major part of the learning process.

**Cost: €450 per participant** (€ 420 if taken as part of the Mini-MBA programme)

**Discounted price of € 220 for the first seminar course taken at GBCM.**

### Registration Form

**Please complete and fax to (0) 89 59 99 08 46 or post to address above**

Name

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Address

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PLZ /Ort

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Tel.

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Email

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I herewith accept that the cost per participant is due upon registration.

Full refund for cancellations up to one week before the course commencement. No refunds thereafter.

Participants will be awarded an official GBCM Course Certificate following successful completion of the entire course.

Signature

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