



GAIN THE EDGE! NEGOTIATING TO GET WHAT YOU WANT

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Agenda

- 8:30 A.M. Registration**
- 9:00 A.M. Introduction – The “Car Negotiation Story”
- 9:10 A.M. Discuss Latz’s Golden Rules of Negotiation, including:
- Setting aggressive – yet realistic – goals
 - Information is power – so get it!
 - Increasing leverage by strengthening your alternatives
- 10:30 A.M. Refreshment Break**
- 10:45 A.M. Negotiation Ethics – Part I, including discussion of Stalking Horse Scenario and its:
- Morality – is it right or wrong?
 - Ethics or Legality – does it cross the legal or ethical line?
 - Effectiveness – does it work?
- 11:15 A.M. Discuss Negotiation Strategies, including:
- Using objective criteria with “tough negotiators”
 - Using timing to your advantage
- 12:00 P.M. Lunch Break**
- 1:00 P.M. Discuss Negotiation Strategies, including:
- Designing offer-concession strategies
 - Controlling the agenda
- 1:30 P.M. Prepare to Negotiate Simulation, including:
- Learning information-gathering techniques
 - Analyzing interests vs. positions
 - Creatively generating options
- 2:00 P.M. Negotiation Simulation
- 2:30 P.M. Analyze Negotiation Simulation, including
- Evaluating Lessons Learned – what worked and what didn’t
- 2:45 P.M. Refreshment Break**

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Agenda Continued

- 3:00 P.M. Discuss Negotiation Strategies, including:
- Problem-Solving vs Competitive Strategies
 - Impasse-Breaking Strategies
 - Countering “Negotiation Games”
- 4:00 P.M. Negotiation Ethics – Part II, including discussion of The “False Promise” Scenario and its:
- Morality – is it right or wrong?
 - Ethics or Legality – does it cross the legal or ethical line?
 - Effectiveness – does it work?
- 4:30 P.M. **Adjournment**

Faculty

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