

# Negotiation Preparation Is **EVERYTHING**

2 x 1 hour LIVE webinar

The world's most awarded strategy

## COLLABORATIVE NEGOTIATION

Preparation is everything WEBINAR

November 2 - 10

**Two one-hour  
LIVE webinar**



Intensive MBA level LIVE session with one of the world's leading experts

**Copy of Keld's  
latest eBook**



How to Negotiate Your Way Through The Covid19 Crisis

**Downloadable  
checklists**



Valuable checklists for use in your future negotiations

**Eleven Essential  
Points**



35+ years of research has identified 11 essentials to prepare

A majority of responders in IACCM's most recent 2020 "Most Negotiated Terms" study state that they want to see more collaboration, transparency and data-sharing in their negotiations. They also recognize that lack of negotiating skills is the main barrier to achieving these aims.

We are going to do something about that, RIGHT NOW, in a two-part, two-hour webinar.

# SAVING MONEY IS EASIER THAN YOU THINK!

## 68% of Negotiators Are Insufficiently Prepared

If you want to more effectively influence and persuade in the negotiation setting, a superior understanding of the negotiation process itself gives you a distinct edge. Especially when you're negotiating online. This webinar gives you that edge. It could net you significant savings, or see you leaving the table with substantial gains in value.

This webinar will prepare you to make full use of the award-winning SMARTnership Negotiation Method—the world's most-awarded negotiating strategy. Among its many accolades are the coveted IACCM Innovation Award, and the Organization of Public Procurement Officers' Award for Best Tender/Negotiation Method.

## keldjensen



## We Will Be Addressing:

- Choosing a negotiation strategy using the Strategy Assessment Matrix Model
- SMARTnership, partnership or zero-sum
- Preparation checklist
- Requirements for more collaborative negotiation
- What to understand about your counterpart
- Why tenders are often approached as zero-sum propositions
- What NOT to do
- What TO do
- The eleven essential points of preparation
- Preparing for face-to-face vs. online negotiation
- The award-winning concept of NegoEconomics (negotiation economics)
- Why we still negotiate as they did in the 1850s
- How to turn a negotiation into a collaboration
- Answers to your questions

An international author, professor, speaker, advisor and expert in negotiations and trust. He has worked with leading global companies, governments and individuals as an advisor and trainer. These include SAB Miller, LEGO, the governments of Denmark, Great Britain, Lithuania and Canada, Rolls Royce, Siemens, Thermo-Fisher, Carlsberg, Vestas, and Novo Nordisk. The concept of SMARTnership negotiation has been awarded "best negotiation concept".

Jensen has authored 24 books published in more than 37 countries.

Jensen is an associate professor at Thunderbird School of Global Management (ASU) in the US, Aalborg University in Denmark, and BMI Institute in Belgium and Lithuania.