

SCHRANNER
CONCEPT®
DIGITAL
CHECKLIST
PREPARATION



SCHRANNER
NEGOTIATION
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

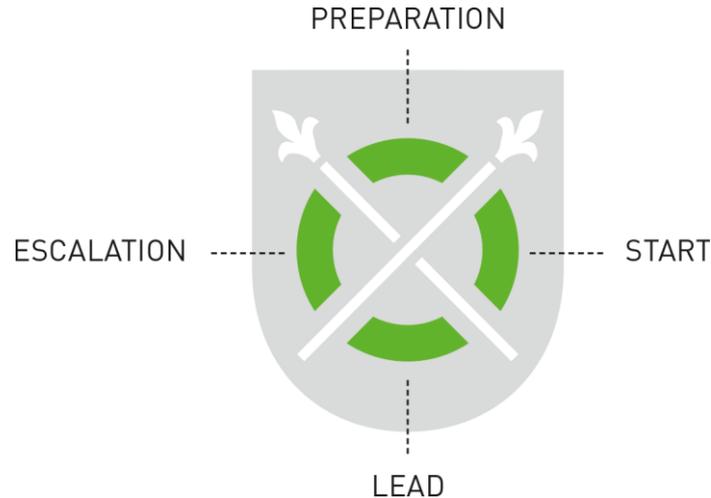
SCHRANNER CONCEPT®

DIGITAL CHECKLIST PREPARATION



SCHRANNER CONCEPT® - PROFESSIONAL NEGOTIATOR

If you want to succeed in difficult negotiations, then you're going to need more: more coolness, more knowledge and more interest in conflict resolution. The SCHRANNER CONCEPT® applies law enforcement and FBI experience and knowledge to your business negotiations in a way that enables you to maintain the lead in every situation.



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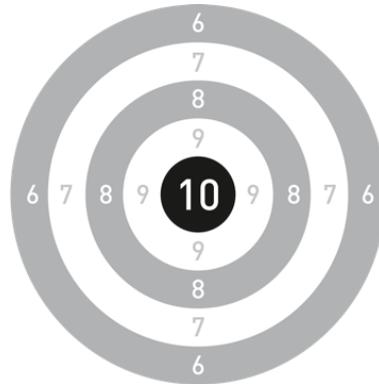
FORMULATING TARGETS

Maximum targets are formulated in positive terms, and they are unrealistically ambitious.

What is your maximum target? – what would be a wow-result?

A minimum target must be concrete, measurable and expressed in writing. It is set in stone and must not be changed during negotiations.

What is your minimum goal – what do you have to achieve at all costs?



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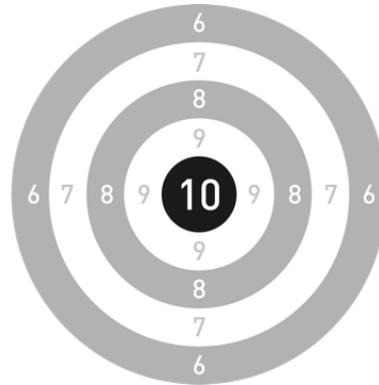
FORMULATING TARGETS

Define your maximum target

- 1.
- 2.
- 3.

Define your minimum target

- 1.
- 2.
- 3.



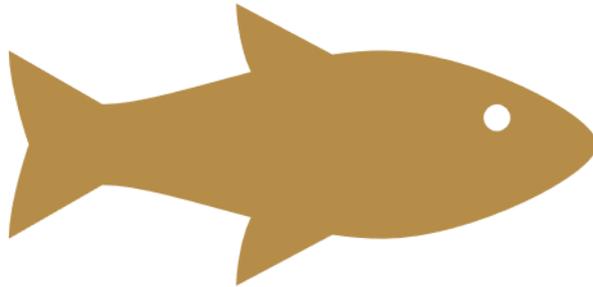


PUT THE FISH ON THE TABLE

What are your demands?

- 1.
- 2.
- 3.

What is your „fish“?



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Setting up a negotiating team

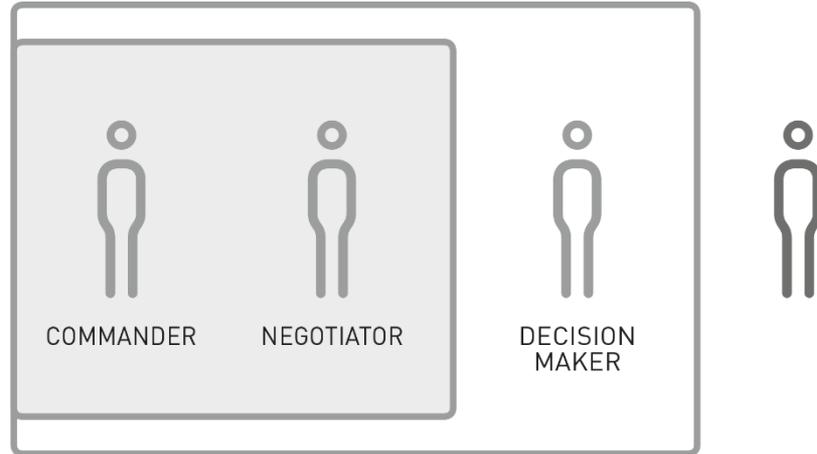
What is the extent of the License to Negotiate that your Decision-Maker has issued to the team?

Who is your Decision-Maker for this negotiation?

Who is your Commander for this negotiation?

Who is your Negotiator for this negotiation?

Who are the Experts you need to involve?



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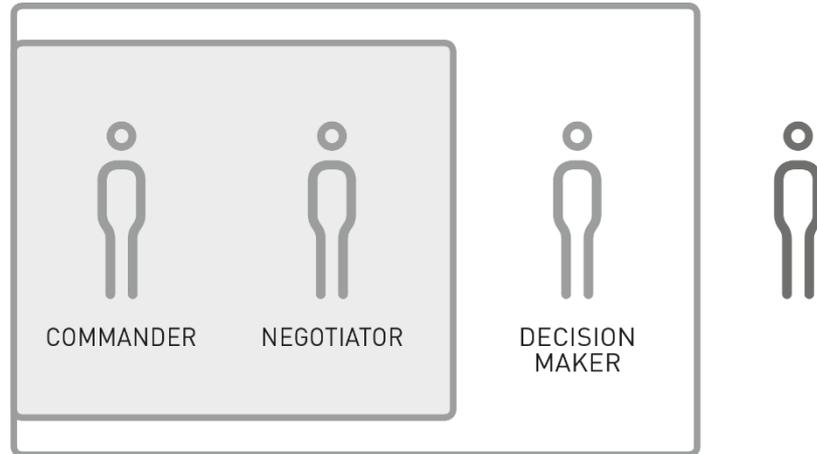
Setting up a negotiating team

Who is the other side's Decision-Maker?

Who is the other side's Commander?

Who is the other side's Negotiator?

Who are the other side's Experts?





Setting up a negotiating team

What are the reporting mechanisms in your negotiating team?

Who wants to be informed about what?

What are situations that require informing the Decision-Maker?

Does the Decision-Maker want to be informed regularly (daily or weekly etc.) about the negotiation?

How does the Decision-Maker want to be informed (content and format)?



Agenda

Clearly delineate what will and will not be discussed at the start of the negotiation. Make sure your points are sufficiently vague, for example: “clarify investment requirements, legal issues and commercial points.” Always put three items on the agenda to keep it manageable while building in sufficient room for maneuvering.

What are the three points you want to negotiate?

- 1.
- 2.
- 3.

Timeframe: always specify a timeframe that you can extend or shorten if needed. How much time do you want to set aside for the negotiation meeting?

Always be the one setting the agenda. Never accept the other side's agenda!



Increasing demands

Because you never know what the other side really wants and what opportunities for cooperation exist, you need enough “playground” for the negotiation. Keep your list of demands handy so you can use it as a cheat sheet, especially when you are under stress. If, in addition, you have prioritized your demands (red, yellow, green) you can weigh them against those of the other side at all times.

The process of weighing things up, testing, retreating, pushing ahead and offering can take a long time – it is intense and exhausting. Solid preparation, physical fitness and a clear team structure will help you withstand the pressure.

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DEMANDS	PRIORITY	RESPONSIBLE
Demand 1	●	Name
Demand 2	●	Name
Demand 3	●	Name
Demand 4	●	Name
Demand 5	●	Name
Demand 6	●	Name
Demand 7	●	Name
Demand 8	●	Name
Demand 9	●	Name
Demand 10	●	Name

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Lead the negotiation – don't be led

The Schranner Concept® positions conflict at the beginning of a negotiation and not at the end.

Initiating the conflict puts you in the driving seat.

You choose the issues, the time, the team and create the agenda for further action.

If you enter a negotiation in this way, you'll retain the lead throughout. Summarize often, praise regularly, introduce new demands.

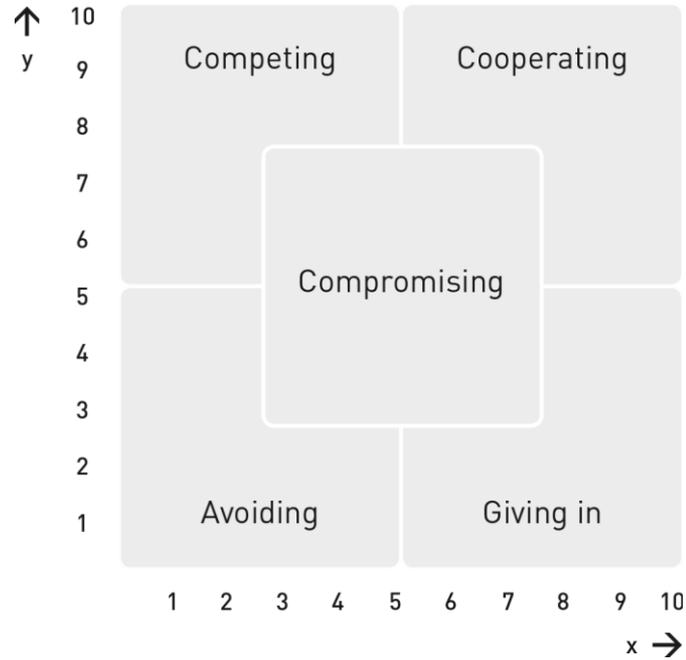
It's important when you're in this dominant negotiating position to use the correct tone.

Now you can look forward to our next lesson: negotiate with people, not with criminals.

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STRATEGY





STRATEGY

A *strategy* is a mental guideline that is intended to guide you from your current position towards your objective. It provides a corridor for you to move in.

How ready are you to assert yourself?

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

“1” means you are afraid of the conflict and would like to avoid it because you feel powerless. “10” means you are determined to get what you want because you feel powerful and are willing to use that power.

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STRATEGY

How willing are you to cooperate?

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

“1” means you see no point in cooperating or have no mandate to cooperate. “10” means that the partnership is important and you are ready to cooperate. You would even give up some of your objectives so the other side stays on board.

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STRATEGY

How ready is the other side to assert their interests?

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

How willing is the other side to cooperate?

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10



STRATEGY

In the diagram, mark with a dot the combination of your readiness to assert yourself on the Y-axis and your willingness to cooperate on the X-axis. The dot will show the strategy you should be using.

Now do the same for the other side to find out which strategy they are using.

Let us assume you have rated yourself a “3” on the Y-axis (assertiveness) and “1” on the X-axis (cooperativeness) then your strategy would be “avoiding”.



STRATEGY

Strategy 1: Competing. This means negotiating the conflict and accepting the consequences. You will obey the rules and play fair, and you want to win.

Strategy 2: Giving-in. This means making concessions, be it for emotional reasons (fear of conflict) or strategic reasons (to put yourself in a better position later.)

Strategy 3: Compromise. This means trying to tone down the conflict to get out of it with as few bruises as possible.

Strategy 4: Avoiding. This means playing for time and avoiding the conflict, be it for emotional reasons (fear of conflict) or strategic reasons (to put yourself in a better position later.)

Strategie 5: Co-operating. This is usually the optimal solution, with both sides realizing some of their objectives and developing a long-term solution.

MATTHIAS SCHRANNER

FOUNDER AND CEO

MATTHIAS SCHRANNER

Negotiation expert Matthias Schraner was originally trained by the police and the FBI as a lead negotiator for high-stakes situations. For the past 15 years, he and his team at the Schraner Negotiation Institute have been advising clients including the UN, global corporations and political parties in difficult negotiations.

He teaches the executive seminar series Negotiations on the Edge and is the author of books such as The Negotiator, Negotiations on the Edge, Costly Mistakes, and The Schraner Concept® as well as numerous articles and other publications.

Matthias Schraner advises business and government leaders in over 40 countries, including the US, China, Russia and Japan. His proprietary Schraner Concept® is used by numerous Fortune 500 companies worldwide to succeed in difficult negotiations.

Matthias Schraner serves as adjunct Professor for negotiations at the St. Gallen University in Switzerland and is the president of SNI LLC New York.



CRITICAL RESPONSE FROM INDUSTRY LEADERS AND MEDIA



“It was an eye-opener.
Matthias Schranner is experienced
in both Western and Chinese
negotiation – a true Master.”

JASON YAD
HUJAWEI

“Matthias Schranner is the best-known
negotiating professional in Europe.”

DIE ZEIT

“It is my great honor and privilege
to work with the Schranner team.
It is an outstanding opportunity
to share negotiation knowledge,
experiences, perspectives and skills.
This interaction creates a rare and
valuable learning opportunity for all.”

GARY NOESNER
Former Chief of the FBI Crisis Negotiation Unit

“The mix of expertise, rhetoric skills,
and brutal sobriety applied by
Schranner will convince everyone.”

McK
Magazine of McKinsey & Company

“Matthias Schranner advises
managers, politicians and the UN.”

DER SPIEGEL

“Many don’t understand Donald Trump’s
behavior. Matthias Schranner does.”

DIE WELT

“It is a privilege to exchange ideas with the
Schranner Negotiation Institute. I am impressed
about the people you bring together, all of them
are involved in tough negotiations.”

PROF. INGEMAR DIERICKX
Managing Director at I.D. Consulting

“The business world needs
Negotiations Experts like
Matthias Schranner, who not
only understands the cultural
differences, but is also experienced
in real difficult negotiations.”

CEIBS
(China Europe International Business School)
BUSINESS REVIEW

“Very fruitful. Matthias Schranner
gave us a toolbox which we
can use for our negotiations with all
levels of counterparts.”

YAO XU
Wacker Chemicals China

“Matthias Schranner is one of the
best negotiators worldwide.”

FORBES



POSITIONED INTERNATIONALLY

OUR OFFICES IN ZURICH, NEW YORK CITY, HONG KONG AND DUBAI OFFER OPTIMUM SUPPORT TO OUR CLIENTS WORLDWIDE



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CONTACT



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