

# QUALIFIED NEGOTIATOR<sup>®</sup> PROGRAM



SCHRANNER  
NEGOTIATION  
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

PERSONAL CONSULTATION

ZURICH  
+41 44 515 46 16  
NEW YORK CITY  
+1 646 437 7964  
HONG KONG  
+852 3957 4065  
DUBAI  
+971 55 872 5565  
info@schranner.com

# QUALIFIED NEGOTIATOR®

The program for all managers who have to master a difficult negotiation at the front line

## WHO SHOULD ATTEND?

With the Qualified Negotiator® certification course you will acquire the most important capabilities to prepare for difficult negotiations, learn the most important negotiation tactics, and to confidently manage verbal assaults. You will be prepared for the role of the Negotiator according to the FBI-Model.

## YOU WILL LEARN

- ▶ The right preparation
- ▶ To set an agenda
- ▶ To manage verbal assaults
- ▶ To negotiate with confidence from beginning to end

## CONTENT

- ▶ The role of the Negotiator in the FBI-Model
- ▶ Coordination with the Commander
- ▶ Setting the agenda
- ▶ Introducing demands
- ▶ Responding to unreasonable demands
- ▶ The art of summarizing
- ▶ Staying in the "driver seat"
- ▶ Managing verbal assaults
- ▶ The most important tactics

## DURATION

- ▶ 2 classroom led training days
- ▶ Individual preparation and follow-up

## SEQUENCE

- 1 Your individual preparation
- 2 Participation in two classroom instruction days
- 3 Final exam and certification
- 4 Negotiation Club membership

## INVESTMENT

EUR 2,500 (plus applicable value added tax)  
CHF 2,500 (plus applicable value added tax)  
USD 2,500 (plus applicable value added tax)

Included are:

- 1 Preparation
- 2 Participation in two classroom instruction days
- 3 Course handouts, extensive documentation and tests
- 4 Final exam, including examination fees
- 5 Certification and LinkedIn Badge
- 6 Negotiation Club membership

## LOCATIONS

ZURICH | VIENNA | FRANKFURT | MUNICH  
GENEVA | AMSTERDAM | PARIS | NEW YORK CITY  
HONG KONG | SHANGHAI | DUBAI

## DATES

For available dates, please visit us online at [www.schranner.com](http://www.schranner.com)

"Not only have I become a strong negotiator, I've built a stronger team."

ANDRÉ SCHEIDT



## QUALIFIED NEGOTIATOR®

# 7 Reasons

- 1 You negotiate with confidence in any situation
- 2 You will be equipped to manage a tough negotiation
- 3 Use of state-of-the-art technology
- 4 Instructors with practical experience
- 5 Networking with participants from various industries
- 6 Negotiation Club membership
- 7 Certification and LinkedIn Badge

## LEARNING MODEL

### Your Path to Become a Qualified Negotiator®

The qualification consists of blended learning and is delivered over two closely aligned classroom led sessions. The contents are delivered interactively through presentations, group exercises, reality-based role play, and state-of-the-art technologies to ensure learning before, during, and after your Qualified Negotiator® course. Access our course documentation, resources and tests at any time.



## NEW:

GERMAN, ENGLISH, FRENCH, MANDARIN, RUSSIAN, DUTCH, POLISH

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☎ ZÜRICH  
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# QUALIFIED NEGOTIATOR® ONLINE

The online program preparing you for difficult negotiations

**WHO SHOULD ATTEND?**

Do you prefer flexible and high-quality training, regardless of time and place? With the Qualified Negotiator® Online certified program, you will build the foundation for a strong negotiating team in the digital age.

**DURATION**

- ▷ 4 weeks in total length
- ▷ 3 online tutor led sessions (each 3-4 hours)
- ▷ Individual exercises and Virtual Negotiation Classroom
- ▷ Individual preparation and follow-up

**SEQUENCE**

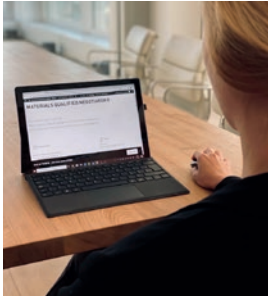
- 1 Your individual preparation
- 2 Participation in three online sessions (live)
- 3 Final exam and certification
- 4 Negotiation Club membership

**INVESTMENT**

EUR 2,000 (plus applicable value added tax)  
CHF 2,000 (plus applicable value added tax)  
USD 2,000 (plus applicable value added tax)  
Included are:  
1 Preparation  
2 Participation in three online sessions (live)  
3 Course handouts, extensive documentation and tests  
4 Final exam and examination fees  
5 Certificate and LinkedIn Badge  
6 Negotiation Club membership

**DATES**

For available dates, please visit us online at [www.schranner.com](http://www.schranner.com)



**FOR COMPANIES & TEAMS**

Are you interested in customized solutions and content for your company or department? Together, we design the Qualified Negotiator® Online program for your company-specific negotiation challenges. For more details, contact us.

**QUALIFIED NEGOTIATOR® ONLINE**

## 7 Reasons

- 1 Flexibility of time and place
- 2 Use of state-of-the-art technology
- 3 Small group size and high interaction
- 4 Instructors with practical experience
- 5 Networking with participants from various industries
- 6 Negotiation Club membership
- 7 Certification and LinkedIn Badge



## OUR NEW ONLINE PROGRAM

**LEARNING MODEL**



**LENGTH**  
Four weeks



**DELIVERY**  
Online



**CERTIFICATION**  
Final exam

**PROGRAM STRUCTURE**



**TOUCHPOINTS**  
Virtual and personal



**REAL BUSINESS CASES**



**INTERACTIVE SMALL GROUP SIZE**

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# QUALIFIED NEGOTIATOR® PLUS

Extra module for professional negotiators

## WHO SHOULD ATTEND?

After successful completion of the Qualified Negotiator®, you will have the necessary skills to prepare for difficult negotiations, employ the most important tactics, and to confidently manage verbal assaults. With the Qualified Negotiator® PLUS, we are offering an extra module that helps you to focus on the application of tactics and to stay fully in control in any negotiation.

## YOU WILL LEARN

- ▶ To remain in control of a negotiation, leading from the “driver seat”
- ▶ To apply tactics in realistic role play
- ▶ To coordinate between Commander and Negotiator
- ▶ To brief and de-brief the negotiation team

## CONTENT

- ▶ Thorough revision of the contents from the Qualified Negotiator®
- ▶ Briefing and de-briefing
- ▶ The element of interruption
- ▶ Application of the most important tactics
- ▶ Analysis of your negotiation partner
- ▶ Questioning techniques—how to avoid open-ended questions
- ▶ Coordination between Commander and Negotiator
- ▶ Stabilizing your negotiating partner
- ▶ Using the right speech rate

## DURATION

- ▶ 1 classroom led training day

## SEQUENCE

- 1 Individual preparation
- 2 Participation in one classroom instruction day
- 3 Exchange with other negotiators
- 4 Negotiation Club membership

## INVESTMENT

EUR 1,200 (plus applicable value added tax)

CHF 1,200 (plus applicable value added tax)

USD 1,200 (plus applicable value added tax)

Included are:

- 1 Preparation
- 2 Participation in one classroom instruction day
- 3 Course handouts, extensive documentation and tests
- 4 Negotiation Club membership

## LOCATIONS

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NEW YORK CITY | HONG KONG

## DATES

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“QUALIFIED NEGOTIATOR® PLUS is an extra module that helps you direct the focus on the application of tactics and on a stable discourse from the ‘driver seat’.”

ANDREAS GOSSEN, SENIOR VICE PRESIDENT SCHRANNER AG

✉ Custom Programs  
 Samuel Gioia  
 +41 44 515 46 30  
 samuel.gioia@schranner.com

✉ Onsite & Online Programs  
 Amira Martens  
 +41 44 515 46 29  
 amira.martens@schranner.com



# QUALIFIED NEGOTIATOR® INHOUSE

Customized programs and content, designed to meet your company objectives

## APPROACH

### 1. Analysis

The analysis phase allows us to form a solid picture of the starting situation of your company's goals, structures, culture, as well as the negotiation strategies and tactics you have used so far.

### 2. Specification

Based on your company's starting position, we will define together with you the contents and goals of the program, taking into account your own subject matters, company-specific issues and current negotiation cases. You will benefit from our specific know-how on difficult negotiation conferences.

### 3. Design

In parallel, we will focus on your negotiation position so far and will develop in collaboration with our expert network a customized negotiation strategy for your company, which can be implemented directly across departments.

### 4. Implementation

The implementation is conducted in an interactive mode; realistic role-play including video analysis, personal coaching for the participants, as well as the most advanced learning methods ensure maximum gain of insights for you and the participants, which can be applied to your current negotiation situation directly and with a good promise of success.

### 5. De-Briefing

Sustainable success in difficult negotiations is ensured by consistent de-briefings. The support of E-Learning content and additional coaching sessions enables your organization to be successfully prepared and equipped for difficult negotiation.

100+  
 Company-specific programs per year

125+  
 Companies with own programs

>7  
 Languages for worldwide delivery



## EXAMPLE STRUCTURES QUALIFIED NEGOTIATOR® INHOUSE

### MODULE 1

#### DAY 1

The negotiation process

Important tactics

#### DAY 2

Team setup based on FBI-Model

Agreement & Disagreement

#### DAY 3

Role plays with video analysis

Certification

### MODULE 2

Negotiation Skill Profile Test

Personal Coaching

Virtual Negotiation Classroom

Internal presentation to Decision Maker

## SPECIFICATION

Customisation for organizations on multiple levels



### BY CONTENT

- Function and industry
- Customer cases



### USE OF TEACHING METHODS

- 360° Assessment
- Videosimulation, role play
- E-Learning



### PARTICIPANT STRUCTURE

- Management levels
- Commander & Negotiator



### CULTURE

- Experts per negotiation culture
- Culture-specific processes



## THE INTERNATIONAL NEGOTIATION AUTHORITY

Schranner AG  
Negotiation Institute  
Limmatstrasse 260  
CH-8005 Zurich  
Phone +41 44 515 46 16

Schranner Negotiation LLC  
500 7th Avenue, 12th Fl  
New York, NY 10018  
Phone +1 646 437 7964

Schranner Negotiation Ltd.  
20/F, Leighton Centre,  
77 Leighton Rd,  
Causeway Bay, Hong Kong  
Phone +852 3957 4065

Schranner Negotiation Consultancy  
Emaar Boulevard Plaza, Tower 2  
Dubai - UAE  
Phone +971 55 872 5565

[info@schranner.com](mailto:info@schranner.com)  
[www.schranner.com](http://www.schranner.com)