

STARTUPS
NEGOTIATE



SCHRANNER
NEGOTIATION
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

CONFERENCE FOR STARTUPS AND INVESTORS

AVOIDING THE 5 BIGGEST MISTAKES IN NEGOTIATIONS



AVOIDING THE 5 BIGGEST MISTAKES IN NEGOTIATIONS

- **You are emotionally invested in the process.**

How to distance yourself from a negotiation to ensure success?

- **Loss becomes your biggest fear in negotiations.**

Is a non-agreement better than an agreement? If so, when and how to walk away?

- **You compromise or commit too early.**

Is there a time pressure in your negotiations that makes you give in? Are you following clearly defined procedures to avoid time pressure in negotiations?

- **You are not ready to embrace the conflict.**

Do you compromise to avoid the conflict rather than face it? How “putting the fish on the table” and increasing your demand could help you in the process?

- **You negotiate with yourself.**

Negotiation is a power struggle. Do you underestimate your power in the process? Do you know how to get back in a “driver’s seat”?

PROGRAM

18.00	Networking
19.00	Welcome Anna Cajot
19.05	Keynote speech Matthias Schraner
19.45	Q&A Session
20.00	Panel Discussion
20.30	Networking
21.30	Wrap up





LOCATIONS



ZURICH

Date: September 21st, 2022

Time: 18:00 – 22:00

Venue: Impact Hub Kraftwerk
Selnastrasse 25, 8001, Zürich



BERLIN

Date: October 19th, 2022

Time: 18:00 – 22:00

Venue: TBD



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