



SCHRANNER
NEGOTIATION
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

THE PROGRAM FOR DIFFICULT NEGOTIATIONS



CEO MESSAGE

Learn from crisis negotiation teams

Crisis negotiation teams have a lot of knowledge and experience in conducting difficult negotiations. We translate this knowledge from law enforcement, the police, and FBI into business and politics.

With our SCHRANNER CONCEPT® you will lead even the most difficult negotiations to success. You will avoid the biggest mistakes and lead confidently and sovereignly.

Our courses cater to all management levels.

We offer the QUALIFIED NEGOTIATOR® for negotiators at the negotiating table. For the experienced managers and executives, we offer the ADVANCED NEGOTIATOR® program. Our PROFESSIONAL NEGOTIATOR® is an exclusive and intensive online self-study program for all managers, who want to learn “at any time”.

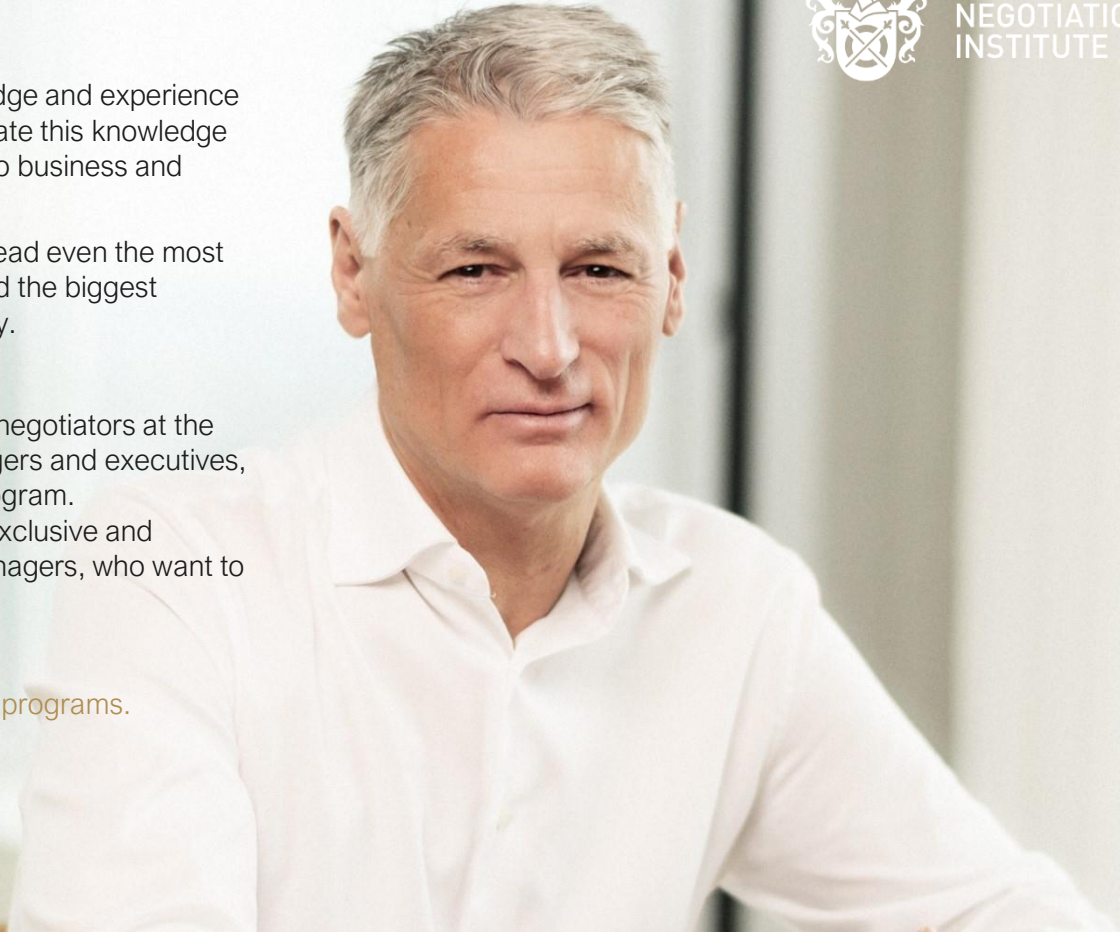
I look forward to welcoming you in one of our programs.

Matthias Schraner

[Watch my story](#)



SCHRANNER
NEGOTIATION
INSTITUTE



OVERVIEW

SCHRANNER CONCEPT® PROGRAMS



INSTRUCTOR-LED TRAININGS

QUALIFIED NEGOTIATOR®

This program is for managers negotiating at the table.

Using the SCHRANNER CONCEPT®, you will be prepared for the role of the “Negotiator” to lead even the most difficult negotiations to success – with certificate “QUALIFIED NEGOTIATOR®”

Preparation

- Become a “Negotiator” based on FBI principles
- Prepare within your “license to negotiate”
- Prepare tactical steps

Leading

- Setting the framework and the agenda
- Leading the negotiation at the table
- Handle attacks and stumbling blocks

Escalation

- Control yourself and your team
- Control your negotiation partner
- Reach an agreement

Usually attended by Key Account Managers, Procurement Managers, HR Managers, everyone who needs to negotiate at the table

ADVANCED NEGOTIATOR®

This program is for experienced managers and executives.

Using the SCHRANNER CONCEPT®, you will be prepared for the role of the “Commander” to lead the negotiation process to success – with certificate “ADVANCED NEGOTIATOR®”

Leadership

- Select the right team
- Hand over the “license to negotiate”
- Lead the negotiation process

Profiling

- Personality-based traps and open flanks
- Your personal strengths and weaknesses profile
- Customized advice for your negotiation style

Escalation

- Control your negotiation team
- Support your negotiation team under pressure
- Reduce the damage and prepare for the future

Usually attended by Sales Directors, Procurement Directors, HR Directors, M&A Managers, General Managers, C-Level

ONLINE-ONLY

PROFESSIONAL NEGOTIATOR®

This program is an online self-study course for all managers, who want to learn “at any time”.

Learn to use the SCHRANNER CONCEPT® in an exclusive and intensive online self-study course with a certificate of completion

Preparation

- The right preparation
- Strategy and Tactics
- Demands instead of arguments

Leading with the most effective tactics

- Setting the framework
- Leading the process under pressure
- Communicating a warning respectfully

Escalation

- Control your negotiation team
- Deadlock and the way out
- De-Briefing

Usually booked by everyone, who wants to learn and practice with an online self-study course “at any time”



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QUALIFIED NEGOTIATOR[®]

An interactive and practical course with certificate —
for managers at the negotiating table

QUALIFIED NEGOTIATOR®

SCHRANNER CONCEPT® — An interactive and practical course with certificate for managers at the negotiating table



All elements take place in an interactive manner.

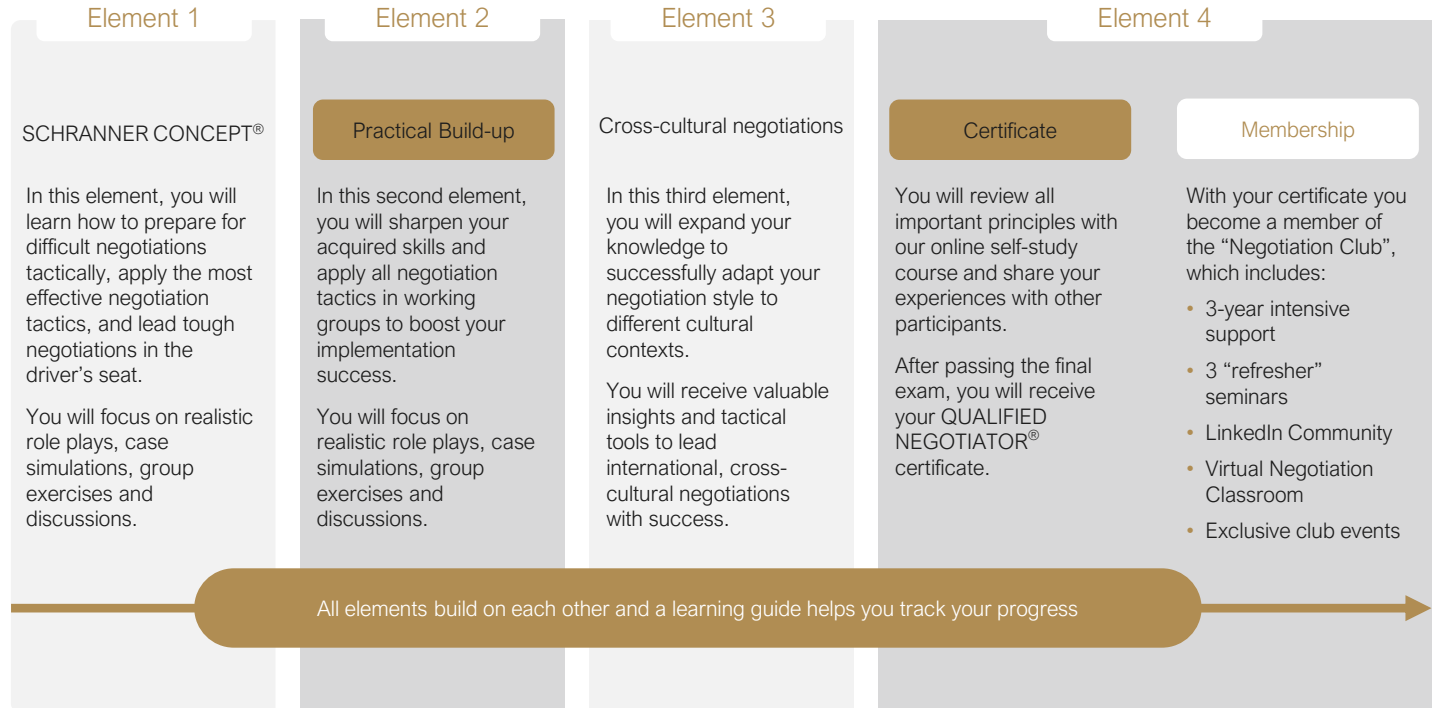
You always have access to all relevant information and are in direct contact with our institute. This allows you to apply the learning content immediately in your own negotiations. You will benefit from our latest negotiation research and our insights gained from advising difficult negotiations globally.

The elements are either conducted onsite, online, or virtually and are available in various languages.

Investment per element:

3.500 CHF/EUR/USD
(plus applicable value added tax)

Watch the [trailer](#).



QUALIFIED NEGOTIATOR® ELEMENT 1

SCHRANNER CONCEPT®

In the “QUALIFIED NEGOTIATOR® — Element 1”, you will be prepared to lead even the most difficult negotiations to success using the SCHRANNER CONCEPT®. You will learn how to tactically prepare for negotiations, apply effective negotiation tactics and negotiate with confidence from start to finish. You will practice your skills directly with various exercises and role-plays.

WHO SHOULD ATTEND?

All managers at the negotiating table, i.e.
Sales Managers, Key Account Managers, Procurement Managers, HR Managers

LANGUAGES

English/German/French
Inhouse: English/German/French/Spanish/Italian/Mandarin/
Arabic/Polish

INSTRUCTOR

Negotiation Expert



You will receive a copy of the e-book
“QUALIFIED NEGOTIATOR®”

CONTENT

PREPARATION

Play-to-win mindset
Design the negotiation process
Tactical preparation and toolbox

EMBRACING CONFLICT

Professional opening of negotiations
Tactics such as “put the fish on the table”
Setting the framework and agenda

NEGOTIATION LEADERSHIP

How to place your demands
Leading the negotiation from the “driver’s seat”
Negotiating in a team

ESCALATION AND CLOSING

Managing irrational demands, threats and verbal assaults
Agreement vs. disagreement
How to walk away



“A well-run training that provides actionable negotiation techniques and valuable tools using the SCHRANNER CONCEPT®.”

“The principles discussed were relevant to all participants across regions and will undoubtedly be utilized in future negotiations.”

“The trainer was a great facilitator and the number of attendees offered diversity in thoughts and experience for all participants to learn from and share with each other.”

INVESTMENT

3.500 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

For available dates and locations, please [visit us online](#)

QUALIFIED NEGOTIATOR® ELEMENT 2

SCHRANNER CONCEPT® — Practical Build-up



This element will allow you to deepen your knowledge from Element 1.

OBJECTIVE

Working on realistic cases, you will sharpen your skills and practice the application of negotiation tactics through exercises and role-play simulations. Through this highly interactive workshop, you will boost your implementation success and become more confident as a negotiator.

REQUIREMENTS

Participants must have attended Element 1.

LANGUAGES

English/German/French

INSTRUCTOR

Negotiation Expert

CONTENT

NEGOTIATION SIMULATION

Master the tactical preparation
Successfully apply negotiation tactics in practice
Set the right structures and processes

PRACTICE AND FEEDBACK

Work on your personal negotiation challenges
Benefit from sharing experiences and perspectives
Learn from best-practice and expert insights

APPLICATION

Succeed in your internal preparations
Control the negotiation process at the table
Effectively manage conflict and stumbling blocks



INVESTMENT

3.500 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

For available dates and locations, please [visit us online](#)

QUALIFIED NEGOTIATOR® ELEMENT 3

SCHRANNER CONCEPT® — Cross-cultural Negotiations



You are now well equipped with all tactics as a negotiator.

In Element 3, you will deepen your understanding of cross-cultural negotiations and learn how to successfully negotiate with partners from around the world.

OBJECTIVE

You will analyze what influences negotiations from country to country and gain awareness of important cultural factors. You will learn how to adapt your negotiation style to cultural contexts and be able to lead international, cross-cultural negotiations to success.

REQUIREMENTS

Participants must have attended Element 1 & 2.

LANGUAGES

English/German/French

INSTRUCTOR

Negotiation Expert

CONTENT

CULTURE

Cultural values, dimensions and types
Cultural profiles of different countries
Similarities and differences across the globe

GLOBAL NEGOTIATIONS

Attitude towards conflict, power, risk and time
Tactics and negotiation styles
Customs and traditions

APPLICATION

Analyzing cultural nuances in negotiations
How to adapt your own negotiation style
Impact on process, team setup and approach



INVESTMENT

3.500 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

For available dates and locations, please [visit us online](#)

QUALIFIED NEGOTIATOR® ELEMENT 4

SCHRANNER CONCEPT® — Certification & Membership



You will complete the QUALIFIED NEGOTIATOR® with an examination. Upon successful completion, you will receive your QUALIFIED NEGOTIATOR® certificate.

You get access to our QUALIFIED NEGOTIATOR® Element 4 self-study course to repeat the content and solidify your understanding. The final QUALIFIED NEGOTIATOR® exam will be taken online.

OBJECTIVE

After graduation, you will continue to receive intensive support from us for 3 years. Furthermore, you will be invited to a yearly "Refresher" seminar to exchange ideas with our experts and our community.

REQUIREMENTS

Participants must have attended Element 1, 2 & 3.

LANGUAGES

English

INSTRUCTOR

Negotiation Expert «Virtual Negotiation Classroom»

CONTENT

ELEMENT 4 ONLINE PROGRAM

Online self-study course
Learn anywhere at anytime
Repeat and deepen understanding of contents

FINAL EXAMINATION

Written exam
Reviewed and verified by our experts
LinkedIn Badge

NEGOTIATION CLUB MEMBERSHIP

3-year intensive support
3 "Refresher" seminars
Access to LinkedIn Community
Monthly "Virtual Negotiation Classroom"
Exclusive club events

REFRESHER WORKSHOP

1 workshop per year
For 3 years after graduation
Access to our latest research and negotiation insights



INVESTMENT

3.500 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

For available dates and locations, please [visit us online](#)



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ADVANCED NEGOTIATOR[®]

An exclusive and intensive course with certificate —
for experienced managers

ADVANCED NEGOTIATOR®

SCHRANNER CONCEPT® — An exclusive and intensive course with certificate for experienced managers



All elements take place in an interactive manner.

You always have access to all relevant information and are in direct contact with our institute.

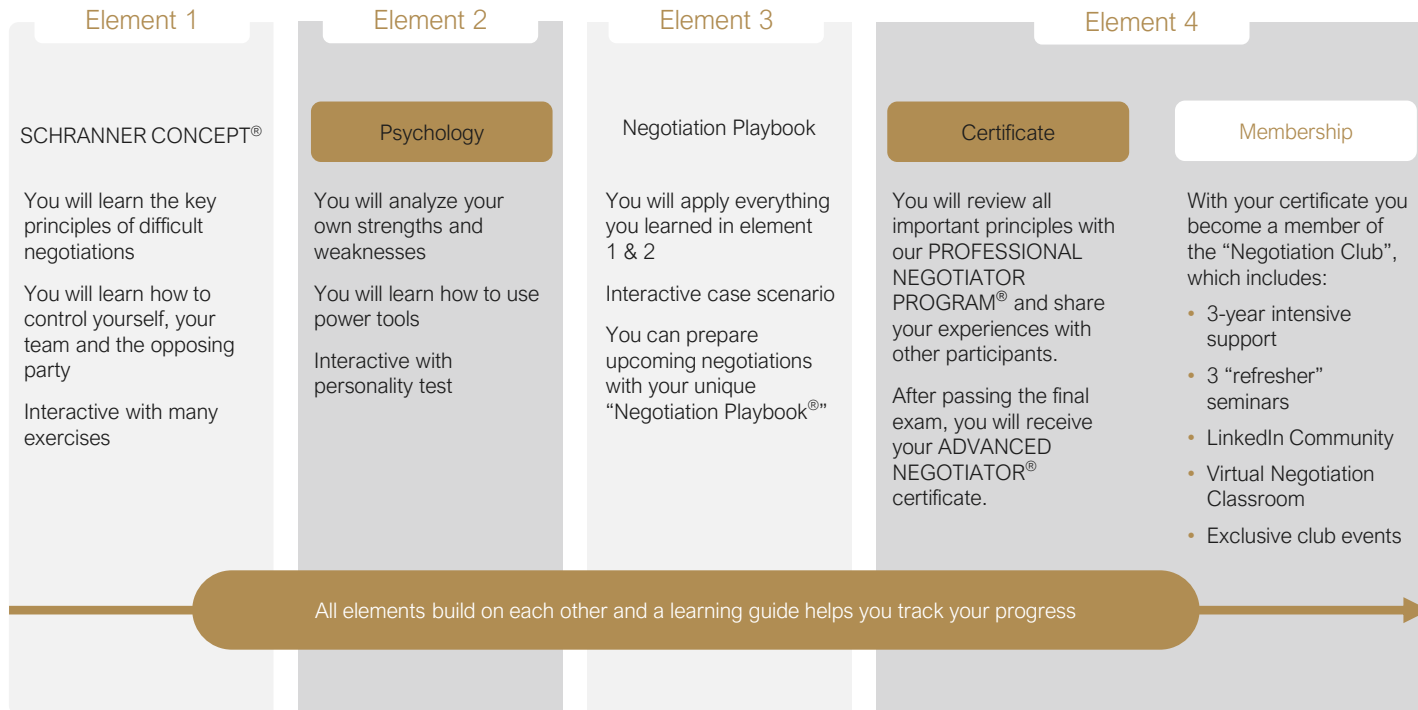
This allows you to apply the learning content immediately in your own negotiations. You will benefit from our latest negotiation research and our insights gained from advising difficult negotiations globally.

The elements are either conducted onsite, online, or virtually and are available in various languages.

Investment per element:

4.000 CHF/EUR/USD
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Watch the [trailer](#).



ADVANCED NEGOTIATOR® ELEMENT 1

SCHRANNER CONCEPT®

In “ADVANCED NEGOTIATOR® — Element 1”, Matthias Schraner covers proven negotiation strategies which you will be able to implement immediately in your business. Practical examples illustrate the right approach for purchasing, sales, price, and contract negotiations, with a particular focus on difficult situations.

WHO SHOULD ATTEND?

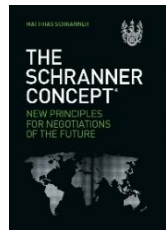
Managers responsible for high-stakes negotiations, i.e. Sales Directors, Procurement Directors, HR Directors, M&A Managers, General Managers, C-Level

LANGUAGES

Zurich: English/German
Munich: German
New York City: English

INSTRUCTOR

Matthias Schraner



You will receive a copy of the book
“THE SCHRANNER CONCEPT®”

CONTENT

PREPARATION

Defining your goals in difficult negotiations
Stop negotiating with yourself
Enjoying conflict

CREATING CONFLICT

Tactics such as “put the fish on the table”
Professional opening of negotiations
Enduring conflict

WINDOW OF OPPORTUNITY

When to cooperate/resist?
The two avenues for collaboration
How to negotiate with an uncooperative partner

OPTIONS INSTEAD OF SOLUTIONS

The danger of offering solutions
Warning instead of threatening
How to get out of a deadlock



“Matthias Schraner leads the most difficult negotiations to success.”

SKY NEWS

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

CEIBS (CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL) BUSINESS REVIEW

“Matthias Schraner is one of the best negotiators – worldwide.”

Forbes

INVESTMENT

4.000 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

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ADVANCED NEGOTIATOR[®] ELEMENT 2

SCHRANNER CONCEPT[®] — The Psychology of Negotiation



This element will allow you to deepen your knowledge from Element 1.

OBJECTIVE

Using a personality test and numerous exercises, you will build on your own strengths and identify your potential. You will learn how to analyze your negotiation partner and to lead the negotiation.

REQUIREMENTS

Participants must have attended Element 1.

LANGUAGES

Zurich: English/German

Munich: German

New York City: English

INSTRUCTOR

Dr. Klaus Lassert

CONTENT

TACTICAL SUPREMACY

Our mission is tactical supremacy
Identify and master triggers that challenge your driver seat performance
Maintain your tactical skills throughout the process

POWER

The power toolbox
Identify your counterpart's power play
Shift the balance of power

PROFILING

How your personality affects your tactical choices
Personality-based traps and open flanks
Your personal strengths and weaknesses profile
Customized advice for your negotiation style



INVESTMENT

4.000 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

For available dates and locations, please [visit us online](#)

ADVANCED NEGOTIATOR® ELEMENT 3

SCHRANNER CONCEPT® — Negotiation Playbook



You know all about negotiation and psychology. Now it's time to practice.

Element 3 is our workshop with many exercises and role plays in an extremely practical manner.

OBJECTIVE

You will learn how to avoid the costliest mistakes in difficult negotiations and how to lead the most difficult negotiations to success.

REQUIREMENTS

Participants must have attended Element 1 & 2.

LANGUAGES

Zurich: English/German

Munich: German

New York City: English

INSTRUCTOR

Dr. Klaus Lassert

CONTENT

EXERCISES

Strategy: Smart license to negotiate & the role of the Decision Maker

Team: Effective team tactics and team management

Preparation: Prepare to strengthen your performance

Tactics & process: Be in the driver's seat from start to finish

Escalation & deadlock: Keep control during escalation

Closing: Reach an agreement or non-agreement depending on your strategy

PLAYBOOK

Navigate through tactical challenges during the negotiation process

The content of element 1 & 2 will be used as a practical guideline

MONITORING

Use your tactical profile to monitor your performance throughout the process

Analyze and learn from make-or-break moments in your negotiations

INVESTMENT

4.000 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

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ADVANCED NEGOTIATOR® ELEMENT 4

SCHRANNER CONCEPT® – Certification & Membership



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You get access to our PROFESSIONAL NEGOTIATOR PROGRAM® to repeat and deepen all contents. The final ADVANCED NEGOTIATOR® exam will be taken online.

OBJECTIVE

After graduation, you will continue to receive intensive support from us for 3 years. Furthermore, you will be invited to a yearly "Refresher" seminar to exchange ideas with our experts and our community.

REQUIREMENTS

Participants must have attended Element 1, 2 & 3.

LANGUAGES

English

INSTRUCTOR

Negotiation Expert «Virtual Negotiation Classroom»

CONTENT

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Written exam including audio and video elements
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Access to our latest research and negotiation insights



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PROFESSIONAL NEGOTIATOR[®]

An exclusive and intensive online self-study course with certificate —
for all managers, who want to learn “at any time”

PROFESSIONAL NEGOTIATOR®

An exclusive and intensive **online self-study course** with a certificate of completion for all managers, who want to learn “at any time”

You lead the most difficult negotiations to a successful outcome using the SCHRANNER CONCEPT®.

You use law enforcement and FBI techniques to establish the right team setup, involve decision-makers and actively encourage conflicts. You develop the mindset you need to succeed and lead negotiations strategically and tactically – and never again intuitively.

Watch the [trailer](#).

LANGUAGES

English/Arabic

10

Lessons

24

Tactics



virtual Q&A



Certificate

INVESTMENT

980 CHF/EUR/USD

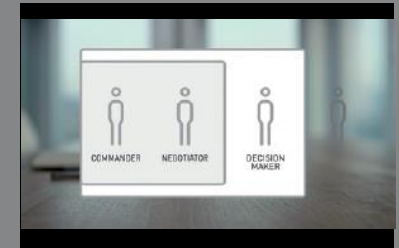
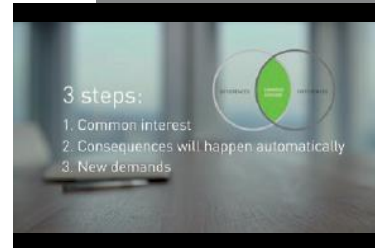
(plus applicable value added tax)

Please visit www.schranner-concept.com



▶	Intro
🔒	Preparation
🔒	Mental Preparation
🔒	The Difference between Selling and Negotiating
🔒	The Team Structure – and Friendly Fire
🔒	Tactics for Entering the

PROFESSIONAL NEGOTIATOR® Introduction



NEGOTIATION COMMUNITY

With your Certificate you can join our community to access exclusive events and exchange your experiences with other club members. Sharing is on the increase, so let's learn more from each other.

Negotiation Insights

A partnership gives you access to the latest insights, research results, podcasts, interviews and much, much more.

„Refresher“ Seminar

Continuously develop your negotiating skills. Meet alumnis and peers, exchange ideas and keep yourself up to date on the latest developments.

Negotiation Club Events

Expand your network, develop professionally, and be inspired by top negotiation professionals. You will be invited to exclusive negotiation and networking events.

Virtual Negotiation Classroom

To ensure a deeper understanding of the learned content, our regular online classrooms offer you the opportunity to ask us any questions you like about negotiations.



TOP LOCATIONS FOR OUR WORKSHOPS



NEW YORK CITY



LONDON



FRANKFURT



MUNICH



ZURICH



WASHINGTON DC



VIENNA



DUBAI



HONG KONG



SHANGHAI



SINGAPORE



BEIJING

SCHRANNER NEGOTIATION INSTITUTE



Our focus is on developing organizational negotiation capabilities in order to successfully manage and maneuver the toughest negotiations to achieve successful outcomes.

The SCHRANNER CONCEPT® was developed by former FBI-trained hostage negotiator Matthias Schraner, who transferred law enforcement negotiation and crisis response techniques into applicable business negotiation tools and strategies.

The Schraner Negotiation Institute is the market leader in leading tough negotiations around the world.

The Institute is the largest and most influential think tank in the field of negotiations, supporting Fortune 500 companies, government entities, and international bodies with offices in Zurich, New York City, Hong Kong, Singapore, Riyadh and Dubai.



CONTACT US

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