



Negotiation Dynamics

Negotiations have a direct impact on profits.
Sharpen your negotiation skills in three days.

Rated with
4.7/5

Negotiations have a direct and measurable impact on profits. **Negotiation Dynamics** is an intensive and hands-on workshop to sharpen your negotiation skills:

Learning by Doing

The best way to learn about negotiation is to negotiate. Gain invaluable experience by engaging in a broad range of face-to-face negotiations.

Real Life Cases

All the material, cases and role-plays are based on real life negotiations. Examples and anecdotes are drawn from thirty years of negotiating experience.

Practical Skills

Particular emphasis is given to negotiation practice, captured by the experience of negotiation professionals throughout the world.

"It gave me so much inspiration and intellectual stimulation.
Wonderful! Thank you."

– *Treasury Manager*
Royal Vopak, The Netherlands

How you will benefit

- ✓ Master price negotiations
- ✓ Structure complex package deals
- ✓ Identify opportunities to create value
- ✓ Avoid arguments
- ✓ Maintain composure under pressure
- ✓ Manage long-term business relations



Faculty

Ingemar Dierickx is a founding partner at D&AC Consulting, a company that offers a wide range of negotiation support services. Previously he was Professor of Negotiation Dynamics at Moscow School of Management (Skolkovo). Before joining Skolkovo, Ingemar was Professor of Negotiation Analysis at INSEAD for almost twenty-five years. His research on Negotiation Analysis and into the microeconomic foundations of strategy has been widely published in scientific journals such as *Management Science*, *Journal of Business*, *Strategic Management Journal*, *International Journal of Industrial Organization*, and *European Economic Review*. As an outstanding teacher, Ingemar has received several awards, including a special Lifetime Achievement Award for teaching excellence. He created INSEAD's executive program on Negotiation Dynamics and was its Director for fifteen years. For nearly three decades, Ingemar has represented and advised high net worth individuals and corporate clients in a broad spectrum of industries, including banking, insurance, oil and gas, as well as the public sector.

Ingemar Dierickx holds a PhD (Business Economics) from Harvard University and an MBA from the Harvard Business School, where he was a Baker Scholar. He also holds law degrees from the Harvard Law School (LL.M.) and the Rijksuniversiteit Gent (Lic.Jur.)

🕒 3 days

💰 € 3,900

★★★★☆ 4.7/5

📅 Check AIF.nl for dates

Program Content

Price Negotiations – Concepts and Tactics

- Diagnosis and preparation
- The Twin Pillars of Bargaining Power: Alternatives and Information
- Opening offers
- Concession patterns
- Focal points and commitment
- Closing the deal

Package Deals – Defining the Optimal ‘Architecture’ of Complex Agreements

- Creating a negotiable agenda
- Homans’ Law
- Salami slicing
- Evaluating tradeoffs: ‘Efficiency Ratios’
- Exploring options
- Using MESOS

Breaking Deadlock – A Process Perspective

- Aggressive Negotiating Challenges
 - Stand-offs, stalling tactics and waiting games
 - Conflict escalation: structural characteristics and psychological dynamics
- Changing the Structure of the Problem: ‘The Issue is Never the Issue’
- A Process Perspective on Breaking Deadlock: The Method of the ‘Five A’s’

Negotiating Deals in an Uncertain Environment

- The challenges of negotiating long-term contracts in an uncertain environment
- Identifying opportunities to create value
 - Playing on differences between negotiating partners to create value
 - Creating ‘expected’ value: opportunities and limits
- Competition: Playing on differences to lock in sustainable competitive advantage

Mastering the Process Fundamentals

- Retaining composure under pressure
- Maintaining a constructive negotiating atmosphere
- Making proposals: effective and ineffective language
- Handling tough questions
- Spotting lies – and knowing how to deal with them

Asymmetric Information: When Parties Have Totally Different Views of the World

- Gaining Personal Credibility: a Process Perspective
- Using Proposals to Overcome the Credibility Gap: Signaling and Screening
- Promises and Threats
- The Negotiation Time Frame
- Winning the ‘Battle for Mind Space’

Enrolling & Practical Information

Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

Program location

The programs are held in the center of Amsterdam, within an easy walk from Amsterdam Central Station, and within 30 minutes from Schiphol international airport.

Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 520 0160.

Ready to learn more? Find your program and reserve your place at [AIF.nl](https://www.aif.nl)

About Amsterdam Institute of Finance

AIF is a global financial innovation and education institute headquartered in Amsterdam. Through our open enrollment programs in Amsterdam and our in-company programs throughout the world, we connect ambitious professionals with the best minds in finance and other related topics. Taking part in one of our programs is a direct investment in your personal future and the success of your organization.

This is what makes the AIF experience unique:

- We believe in responsible, sustainable and inclusive finance
- Our clients, rather than profits, come first
- AIF is an independent and not-for-profit foundation, which allows us to cherry-pick our faculty from the world's leading business schools, such as INSEAD, Oxford, Kellogg, Cambridge Judge and others
- AIF delivers top quality programs. Our alumni give our faculty an average rating of 4.6 out of 5.0
- Enrollment in one of our programs means you become part of the AIF network, connecting you to professionals from more than 1,200 organizations in over 110 countries

