



AIMSE NEGOTIATION SKILLS WORKSHOP

Monday 7 June 2004 to Wednesday 9 June 2004

ADVANCED NEGOTIATION SKILLS

REGISTER NOW

Learn how to get 'yes', not 'no'.

Improve your chances of success.

This Negotiation and Relationship Skills Workshop, which is based upon principles employed at Harvard Business School, aims to provide participants with powerful yet simple tools to assist in achieving negotiation success.

The Workshop includes an optional dinner on Monday 7 June.

Venue: Lythe Hill Hotel & Spa
Petworth Road
Haslemere
Surrey GU27 3BQ



ADVANCED NEGOTIATION SKILLS WORKSHOP - TUESDAY 8 / WEDNESDAY 9 JUNE 2004

Our everyday dealings with third parties demands that we exercise everything within our power to secure the most advantageous conditions to reach a satisfactory agreement. The Advanced Negotiations Skills Workshop deals with the means by which we may achieve this, in a manner conducive to creating warm, reciprocal (business) relationships, based on trust and mutual respect.

The Workshop begins with the thesis, that the traditional way of negotiating does not seem to lead to the best outcome for parties. The concept of Principled Negotiations, as developed at the Harvard Negotiation Project offers a concise, step by step, proven strategy for coming to mutually acceptable agreements.

At AIMSE we believe this Workshop is critical to those who wish to excel as sales executives. The Workshop looks at techniques and tools to ensure success. When considering this workshop, there are some key questions to ask yourself:

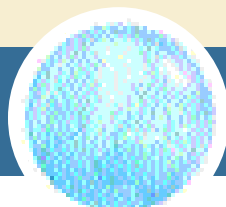
- How can I establish better relationships with key clients?
- In these changing times, can better negotiating assist me in winning new business?
- How can I get the most out of my current relationships with consultants?
- Are the negotiation skills learnt easily transferable to other parts of my life?
- Can the workshop help me do my job better and further my career?
- How can I successfully negotiate with my colleagues (and boss!)?

This Workshop really does help to develop your negotiating skills. Don't just take our word for it:

"The Negotiation skills workshop was hard work, enjoyable and worthwhile. The combination of theory and practise was extremely helpful for all delegates. I would recommend it to all levels of sales, client service or marketing professionals."

Frank Doyle, Citigroup Asset Management

"Three years after attending the AIMSE Negotiations Workshop, hardly a day goes by when I don't find myself using insights gained on the workshop to reach "win-win" agreements with clients and colleagues. I found the workshop both highly informative and fun. The role-playing exercise was especially enjoyable (even though my team failed to win!)." *Joe McDevitt, PIMCO Europe Ltd*





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The exercises used at various stages during the Workshop can be described as follows:

Appleton versus Baker

This case deals with a two party negotiation for the purchase and sale of an unimproved adjacent piece of land. The most important conceptual points are the distributive bargaining and the calculation of BATNA, i.e. the dangers of finding no agreement when a deal is in fact possible and the ethics of misrepresentation in negotiation.

To highlight the Myth of Knowledge the exercise will be concluded with two participants playing reverse roles in front of the classroom.

Getting past No

This is the introductory lecture on Bill Ury's sequel to "Getting to Yes". It deals with the relevant question, how you can successfully negotiate with a difficult client, an irate customer or a stubborn relative. What approach works best with people who use stonewalling, threats and tricks in an attempt to get their way. In other words how to get what YOU want.

Peplator

This is a two team, multiple round, pricing game. Main points of the debriefing will be which strategies each team selected (and did they change at any point?), the various ways of sending messages, the process of group decision making and the role of the representatives.

The exercise is in fact a prelude to:

Prisoner' Dilemma

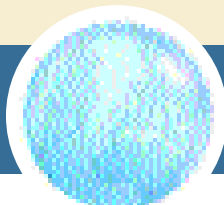
The Prisoners' Dilemma is a caricature of a universal dilemma – whether the pursuit of self-interest leads to the best outcome for the parties concerned.

Darwin would have us believe that this is the essential basis of evolution, Adam Smith similarly of the market economy.

The Prisoners Dilemma has been used by Game Theorists to gain insight into this Dilemma and been tested in experiments by Social Scientists.

The negotiator constantly faces this dilemma, and as "we are all negotiating all the time" (quote from "Getting to Yes") an understanding of this dilemma is of crucial importance to us all.

The Workshop leads participants to experience this dilemma through an exercise, Peplator, which is then reviewed in the light of theory and research to bring participants to a fuller understanding of how to manage and resolve it in practice.





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Coalition Game

This case is a three party negotiation, following the winding up of a business joint venture.

It deals with the Myth of Power, in particular with the way one perceives oneself. The surprising variety of the final results is a powerful introduction for a lecture on self esteem.

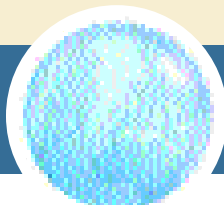
Idium Cores

Idium Cores is the finale of the Workshop: it is a business game constructed to give participants the opportunity to practice all that they have learnt, and in the process discover even more about themselves.

The exercise involves teams of buyers negotiating to buy a mythical product, Idium Cores, from teams of sellers, with all eight teams in competition with each other to maximise profit and minimise cost respectively.

The game leads to a deeper understanding of how you are seen by others and the impact this has on the negotiation process. To achieve this Idium Cores realistically captures the essence of business negotiations. The advantages of exaggerated outcomes and the deliberate constraint of time enhance learning, making the exercise enormous fun and highly memorable.

This Workshop will be conducted by Mac Derwig and Peter Whicheloe.





ADVANCED NEGOTIATION SKILLS WORKSHOP - BIOGRAPHIES

J Derwig (MAC)

Mac was born in The Hague, Netherlands in 1940. He obtained a Masters degree in Economics at the University of Amsterdam and a post-graduate qualification in Accountancy at the Erasmus University of Rotterdam.

Mac joined Unilever's Internal Audit Group in Holland in 1968 and held various positions, around the world, until his retirement in February 2000.

After retiring, Mac continued teaching Advanced Negotiations within Unilever and also for third parties. Mac is also involved in projects with Heineken and Royal Numico.

Mac was appointed Treasurer of the University of Surrey (UniS) and is the Chairman of their Finance Committee.

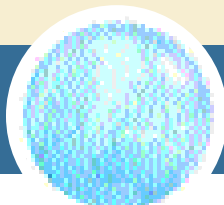
Peter Whicheloe

Peter's experience and professional expertise is centered on business strategy. His professional qualifications include Bachelor of Science (1st), Masters degree and Post Graduate studies in Management Science and Economics.

Peter joined Unilever as Head of Planning Services in the UK. Finding great interest in new business development, Peter moved to the faster developing region of South East Asia. After returning to the UK, Peter joined a team responsible for the demerger of the Asian and Middle East business of Inchcape plc.

Throughout his career, Peter has taken a keen interest in the academic aspects of his area of expertise and in management education. His particular interests are in the theory and practice of negotiations and in developing computer based statistical models to support the strategic marketing and planning functions of multinational companies.

To further his interests, Peter has become an associate of the Leading Edge Strategy Company, a consultancy specialising in frameworking and modelling strategic issues.





ADVANCED NEGOTIATION SKILLS WORKSHOP - ADDITIONAL INFORMATION

An optional dinner will take place on Monday 7 June at 7.30pm. If, for any reason, you are unable to attend this dinner, please make sure you are at the hotel for 8am on Tuesday morning. Alternatively, you can arrive later on Monday night and stay in the hotel.

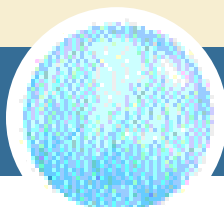
Registration will start at 8am on Tuesday 8 June. The course will commence at 8.30am prompt.

Another dinner is planned for Tuesday evening. This will commence at 7.30pm. All guests will be able to meet in the bar area from 7pm onwards.

On Wednesday, the course will commence at 8.30am. Please make sure you are in the course room by 8.15am for a prompt start.

The course is due to finish at 4.45pm.

Please contact Jo Guthrie at AIMSE on +44 (0)20 7357 0070 if you have any further queries.





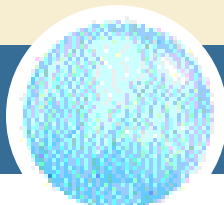
ADVANCED NEGOTIATION SKILLS WORKSHOP - BOOKING FORM

I would like / am unable to attend the dinner on Monday 7 June

I will / will not be staying at Lythe Hill Hotel & Spa on Monday 7 June

Please provide details of any particular dietary requirements:

Please fax this form, together with the completed Registration form, to +44 (0)20
7734 1132



REGISTRATION

AIMSE INTERNATIONAL ROUNDTABLE DISCUSSION CLIENT SERVICE MODELS FOR THE FUTURE

3 EASY WAYS TO REGISTER

- (1) Post: AIMSE International
C/o 7 Holyrood Street, London SE1 2EL
- (2) Fax: +44 (0)20 7357 01242
- (3) Email: aimse@grcomms.co.uk

TERMS & CONDITIONS ARE YOU REGISTERED?

If you have not received a confirmation before the event please telephone **+44 (0)20 7357 0070** to confirm. With variable postal conditions your booking may be held up on its way to us, or your confirmation delayed in a similar way.

VAT

Under EU Customs & Excise regulations delegates from all countries are required to pay VAT on any event taking place in the EU.

CANCELLATION

All cancellations must be received in writing. Cancellations received 14 working days before the event will be issued with a refund less a 10% (+VAT) service charge. Cancellations received between 14 and seven days before the event will be issued with a refund less a 50% (+VAT) service charge. It is regretted that no refunds will be made or invoices cancelled after this date. Substitutions are welcome at any time.

DISCLAIMER

It may be necessary for reasons beyond the control of AIMSE International to alter the content and timing of the programme or the identity of the speakers.

CONTACT INFORMATION

AIMSE International
C/o 7 Holyrood Street
London SE1 2EL
Tel: +44 (0)20 7357 0070
Fax: +44 (0)20 7357 0124
aimse@grcomms.co.uk

Please include all details below

(Dr/Mr/Mrs/Miss/Ms) Name: _____

Position: _____

Company: _____

Address: _____

City/Post Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

FEES

- Member Course Fee £TBC inc VAT
 Non-member Course Fee £TBC inc VAT

Includes course fee, accomodation, dinner on Monday and Tuesday evening and lunch on Tuesday and Wednesday. all other costs incurred will be payable by the delegate.

Please note that there is a discount available for group bookings. Please contact AIMSE on +44 (0)20 7357 0070 for further details.

- Special Dietarty Requirements (Please advise): _____

Enclosed is my cheque for £..... payable to AIMSE International.

Bank Transfer: To pay via bank transfer, please tell your bank to include the event code **NEG04** and the delegate's name in the transfer instructions.

Transfers should be made to: Lloyds Bank TSB, Knightsbridge Branch
Po Box 633, 79/81 Brompton Road,
London, SW3 1DD

Account Name: AIMSE International **Account Number:** 0950527

Sort Code: 30-94-81 **Swift Code:** LOYDGB2L

Please fax a confirmation of your bank transfer to AIMSE International

on +44 (0)20 7734 1132

I wish to pay by credit card, my details are:

Card Number: _____

Expiry Date: _____

Please note: We do not accept Diners Card

