

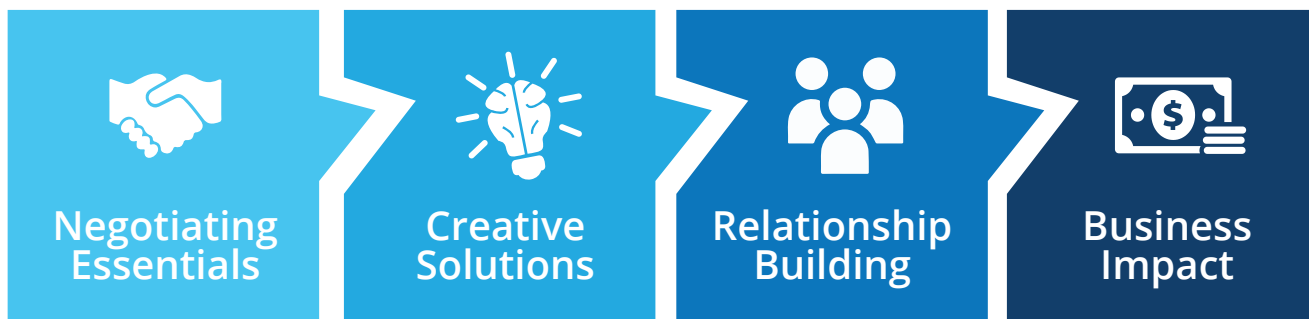


At a Mobus Creative Negotiating workshop you will learn negotiating essentials, creative solutions and relationship-building skills that will immediately have you experiencing greater business impact; making better agreements with co-workers, suppliers, and customers. You will negotiate from strength and with confidence. You will learn to discover and capitalize on unforeseen opportunities.

Our founder Frank Mobus is a thought leader, innovator, and game changer in developing negotiating skills in others. With over 30 years' experience many consider him the father of modern negotiating. His approach: be more creative, seek for the higher deal, increase value, and create stronger long-term relationships.

You should attend if you deal with customers, clients, suppliers, vendors, and all those that lead, manage and influence others; for sure all sales, business development and procurement team members.

The Mobus Core Logic™



1-Day Agenda

8:30 – 8:45	Facilitator Kickoff & Personal Introductions	1:00 – 2:30	<ul style="list-style-type: none"> • Exercise: Renegotiate the Pizza Oven • When Bargaining Can't Get the Deal: No ZOPA • Creative Deal Making • The Key to Creative Collaboration • Broadening the Deal • Value Mapping • Win-Win and WIN-win • Creativity: We All Have It • Creative Deals Can Lead to LTAs or Strategic Relationships • Relationship Negotiations: Benefits and Dangers
8:45 – 9:15	<ul style="list-style-type: none"> • Negotiation: What, Who, Why • All Negotiations are not the Same • Culture 	2:30 – 2:45	Break
9:15 – 10:30	<ul style="list-style-type: none"> • Case 1: Shanghai Watch • Competitive Bargaining • Money Left on the Table • The Negotiating Continuum • Mindset for Competitive Bargaining Success 	2:45 – 4:30	<ul style="list-style-type: none"> • Case 3: The Software Development Case, a Project • Projects are Relationships • When Things Go Wrong: Blame! • Tactics Change in Long-term Strategic Relationships • Staying Vigilant • Rules for Keeping Relationships Healthy
10:30 – 10:45	Break		
10:45 – 12:00	<ul style="list-style-type: none"> • Case 2: Pizza Oven • Two Major Rules: Pressure and Planning • Anchoring and Setting Expectations • Narratives and Supporting your Position • ZOPA • Rules and Tactics of Competitive Bargaining • Why Rules are Not Enough • Lost Opportunities 		
12:00 – 1:00	Lunch		