

# The Negotiation Excellence Program Level I: Optimizing Results

Tuesday, 4 February 2020, 9:00–17:30

A'DAM Toren, Amsterdam



## Workshop hosted by

René A. Pfromm, pfromm negotiations, Berlin/Bonn

Joep Wolfhagen, Amsterdam

Quirijn van Veen, Amsterdam

## Are you always getting the optimal result?



Increase your negotiation potential in this full-day exclusive workshop by pfromm negotiations.

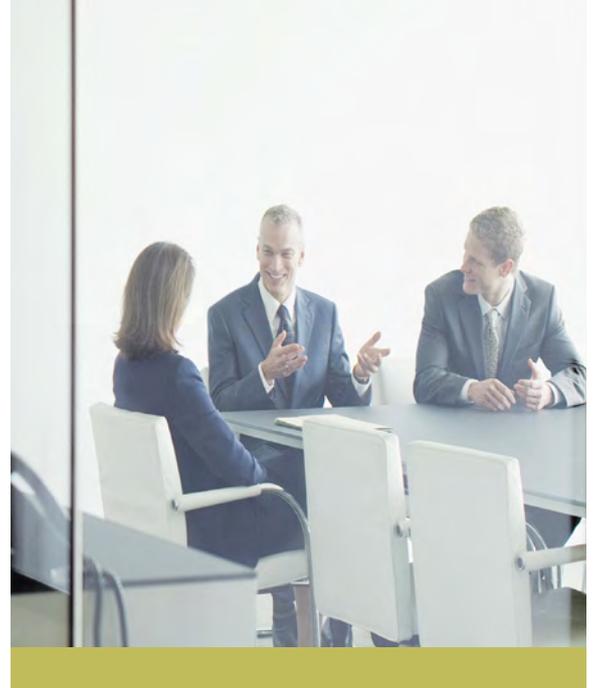
---

From sales, contract and internal negotiations to solving conflicts and settling disputes: the best outcome requires more than knowing what you want to achieve. To master today's negotiation challenges, it takes negotiation excellence: strong technical negotiation skills, the right negotiation mindset, and a well-developed personal and intercultural capacity.

However, many professionals are not sufficiently prepared for challenging negotiations. To manage complex facts, dynamic developments, intense time pressure and tough negotiation opponents, they still rely on intuition, trial & error and suboptimal negotiation skills far too often - to the detriment of their company, their cause, and ultimately their own career.

Change the game, and start taking a strategic and systematic approach to your negotiations that will let you stay on top of competition: always enter well prepared and with a clear strategic roadmap; apply proven techniques to manage complexity, pressure and dynamics; know how to deal with stress, pressure and difficult opponents; overcome stalemate and use creativity; and thereby fully exploit your personal negotiation potential.

Join our full-day workshop and become part of a growing community of well-equipped negotiators. Based on our global experience as well as cutting-edge delivery methods, the Negotiation Excellence Program offers you the full scope of strategic, tactical and psychological tips & tricks. It supports your professional development with practical tool-kits, individual feedback, as well as the theoretical foundations to master unforeseen negotiation challenges. Ensure a level playing field at the negotiation table, achieve better outcomes, and build more profitable business relationships.



### In a nutshell

#### What?

A full-day workshop including two lectures on strategic negotiation skills and hands-on case simulations featuring typical negotiation challenges.

#### For whom?

Professionals negotiating in their jobs.  
The workshop will be taught in English.

#### When and where?

Tuesday, 4 February 2020

9:00-17:30

The Press Room @ A'DAM Toren

Overhoeksplein 1

1031 KS Amsterdam

# The Negotiation Excellence Program

Each part of this program (survey, workshop, negotiation simulation & feedback) aims at one goal: to achieve better outcomes in less time.



## Our method for your success

The Negotiation Excellence Program is a three-level negotiation workshop series custom-built for the needs of today's professionals. We know from years of experience in professional skills development in various jurisdictions in Europe and Asia that no workshop is like the other. That is why we start with an online-based survey to shapen every workshop to your individual negotiation environment. Join us today and learn in this interactice workshop how to reach the negotiation results you want and deserve.

### Level I: Optimizing results

Reveal the full negotiation potential in every negotiation. Turn unnecessary compromises into favorable outcomes. Create value where otherwise it would be overlooked by both negotiation parties. Claim more value for your company and yourself.

### Levell II: Shaping process

Accelerate your negotiations through strategic process design. Master dynamic & competitive situations, excel in team negotiations, and shine in critical moments. Avoid phone & e-mail pitfalls. Discuss individual challenges with your peers.

### Level III: Refining impact

Use psychological moves and influencing tactics effectively. Overcome deadlock and lead your opponents to an agreement. Turn arguably hopeless situations into the foundation of a prosperous relationship. Avoid costly re-negotiations and additional cost.



## Times & topics

|             |   |             |  |
|-------------|---|-------------|--|
| 8:45–9:00   | Registration  | 13:30–14:30 | Increasing the value to claim            |
| 9:00–9:30   | Welcome, introduction & expectations                | 14:30–14:45 | Coffee break                             |
| 9:30–10:00  | Structural challenges of negotiations               | 14:45–15:45 | Play again:<br>negotiation simulation II |
| 10:00–10:45 | Maximizing your share in deals                      | 15:45–16:15 | Designing outcomes                       |
| 10:45–11:00 | Coffee break  | 16:15–16:45 | Field report: a tricky case              |
| 11:00–12:00 | Put practice into play:<br>negotiation simulation I | 16:45–17:00 | Drafting your personal action plans      |
| 12:00–13:00 | Lunch   | 17:00–17:30 | Q&A, next steps                          |
| 13:00–13:30 | Reading your opponents                              | 17:30–19:00 | Mix & mingle over drinks                 |

## Global perspective



**Dr. René A. Pfromm**  
pfromm negotiations, Berlin/Bonn

René is one of the very few speakers on negotiation who combines broad practical experience, a profound knowledge of the theoretical foundations acquired at the world's leading academic institutions as well as the experience and tested skills to add value through consulting services and skills development workshops.

As a lawyer with Freshfields Bruckhaus Deringer LLP, René negotiated with clients, counsel and regulators – repeatedly in the context of high-stake, complex, time-sensitive environments and crisis situations. During his client secondment René was part of the legal inhouse team (group management level) of one of the world's largest energy companies. During his many years of work experience in Greater China, René effectively maneuvered through high-stakes, intercultural negotiations in corporate transactions, internal investigations and regulatory proceedings. Hence, clients can count on him even in their toughest negotiations.

René is a graduate of Harvard Law School (LL.M.), King's College London (M.A. econ.) and the University of Bonn (Dr. iur.). He is an alumnus of the Oxford Programme on Negotiation at Oxford University's Saïd Business School, the Executive Negotiation Workshop at the University of Pennsylvania's Wharton Business School, and other leading executive education programs.

## Local expertise



**Joep Wolfhagen**

Joep is a dispute resolution lawyer and represents clients in arbitration and in litigation before the national and European courts. For the last five years Joep worked at Freshfields Bruckhaus Deringer in Amsterdam, Brussels and Paris. Before joining Freshfields, he worked as a trainee at the European Commission. Joep is the co-founder of and has been teaching a presentation and negotiation skills course. Joep is a graduate of the University of Amsterdam and has also studied at New York University and the University of Virginia.



**Quirijn van Veen**

Quirijn worked as a M&A lawyer at Freshfields Bruckhaus Deringer and co-founded the music events company 'Je Veux Flaner'. As a lawyer, he represented national and international clients in corporate matters and commercial negotiations. Quirijn studied the art of negotiating at the London School of Economics. In 2014 he co-founded a negotiation program. Since then he has taught the principles of negotiating to a wide range of students and young professionals.

## What others say about the workshop

“Fantastic content and great mix of people!”

Danique Captein  
Teamleader Sales, BinckBank N.V.

“I will definitely recommend this program to colleagues & friends!”

Philip Bos  
Healthcare Procurement, Achmea

“Strategically sharp, extremely valuable and highly entertaining.”

Willem Smelt  
Attorney, Allen & Overy LLP

“It was such an inspiring day!”

Danique Wiltink  
Co-Founder, Nimbles B.V.

# Refining negotiation outcomes.

---

## ABOUT PFROMM NEGOTIATIONS

We are an exclusive boutique consulting firm specialised in strategic negotiation consulting, skills development and conflict resolution. Years of experience make us your trusted partner of choice for challenging negotiations and intercultural disputes. Our clients comprise of partners and associates of leading domestic and global law firms as well as executives and managers of leading international companies.

## Register

---

The workshop fee is € 730,00 plus VAT and includes online pre-survey, session materials, licensing fees for case studies & simulations, certificate of attendance, lunch & beverages. For start-ups, we offer a reduced fee of € 590,00 plus VAT.

Please register online at [www.thenegotiationprogram.com](http://www.thenegotiationprogram.com).

Seats are limited to 22 participants.

## Venue

---

The Pressroom @ A'DAM Toren  
9:00-17:30  
Overhoeksplein 1  
1031 KS Amsterdam

## Further info

---

[thenegotiationprogram.com](http://thenegotiationprogram.com)  
[hello@thenegotiationprogram.com](mailto:hello@thenegotiationprogram.com)