



**REGAL EXCHANGE**  
& ASSOCIATES LTD

Provider of Specialist Business Training

Legal

Finance

Leadership

## Expert Negotiator

Course Director: Dr. John Potter  
12th - 13th November 2009,  
Accra, Ghana

- Business Negotiations
- Team Negotiation
- Human Psychology
- Negotiation Techniques
- Developing Information Power Change



Two Day Leadership Course - Accra, Ghana



# Expert Negotiator

## Course director

John Potter is an experienced business psychologist who has had many years of practical negotiating experience in a variety of settings. He has run several successful businesses including a property development business, all of which involved the application of effective negotiation skills in order to develop each of the businesses. He has also been involved in the security aspects of negotiation and for some two decades has been involved in training hostage negotiators for siege, hijack and kidnap situations, all of which he has been involved in live operations.

He currently works with a range of people including senior executives, the senior civil service, the judiciary, the military and the police. He is a Chartered Psychologist, a Chartered Scientist and a Chartered Engineer and gained his PhD in Leadership during his time as a member of the lecturing staff at the Royal Military Academy Sandhurst.

John is Vice-President of Regal Exchange and works extensively in Africa, the Middle East, Europe and the USA. In 1998 he was appointed Visiting Professor to the University of Exeter, UK and he is now a Senior Associate for the National School of Government, an Associate of both the Warwick Business School and the Portsmouth Business Schools and a member of the faculty of the Defence Academy of the UK.

## About the course

Negotiation is a core, indeed critical, skill for many business and professional people. The process of negotiating demands good business judgment and a keen understanding of human psychology. Many functions within an organisation and business necessitate a high level of capability in this area, but often the need for those directly involved in financial management to be able to negotiate well is underestimated. For many executives, the need for negotiating skills is made more important by the strategic nature of many business negotiations. Private Equity, Mergers & acquisitions alliances with suppliers and customers, major corporate deals, trade and tariff negotiations with Governments and public officials and discussions with consultants, auditors and other skilled entities all require a high level of negotiation ability. This programme has been developed for all those involved in these types of negotiations as well as the full range of professionals involved in negotiations generally.

## Who should attend?

By the end of this programme you will:

- Be able to plan a negotiation effectively
- Have acquired a range of negotiating tactics
- Be in a position to become an expert negotiator in a variety of settings
- Be able to influence others in both a cooperative and competitive context
- Understand what makes people tick and how to influence them
- Be able to use time effectively to create your desired outcomes
- Understand the role that perceived power plays in negotiation
- Have acquired a current perspective of how negotiation works in today's world
- Be more aware of what really works in negotiation
- Create win-win negotiation outcomes

Regal Exchange also provides In-Company training in a range of business related topics including Legal, Financial, Leadership and Environmental issues.

Please contact the in-company team for more details on  
Tel: +44 (0) 20 3206 1150 Fax: +44 (0) 20 3206 1151  
Email: [incompany@regalexchange.com](mailto:incompany@regalexchange.com)



## Day one

### Section One - Taking the overview

- Introductions and opening up communication
- Taking the overview - the three stages of negotiation
- The Essence of Financial Negotiations
- The Four Frames of negotiation - the nature of win-win negotiation
- The concept of your BATNA
- What the research on negotiation shows
- Managing concessions
- What makes a good negotiator?
- The Power of Planning - understanding the Zone of Possible Agreement (ZOPA)
- Negotiation Exercise One
- Tactics Session One

### Section Two - understanding those with whom we negotiate and creativity

- The essence of human nature - what motivates people
- Self awareness creativity exercise
- Understanding the role of minimising self pressure to unlock the creative unconscious
- Creating a clear vision of what you want - mobilising the Law of Attraction
- Team negotiations
- Avoiding the pitfalls and common mistakes made in negotiations
- Negotiation Exercise Two
- Tactics Session Two

Drinks Reception

## Day two

### Section Three - understanding power and decision making style

- Decision making styles and how to work with them
- The main sources of power in negotiation
- Developing information power
- The effective use of questions
- Listening skills
- Understanding the meta program approach to listening
- Cultural differences
- Negotiating in a team context
- Handling errors
- Getting to YES - the Harvard Negotiation Project
- Negotiation Exercise Three
- Tactics Session Three

### Section Four

- A look at complex negotiations
- Strategic issues
- Briefing for final exercise
- Team negotiation project
- Debrief
- Personal action planning session
- Building the network and sustaining the learning
- Open Forum

Course Ends





# Expert Negotiator

## Registration

I wish to register for  
Expert Negotiator,

12th - 13th November 2009,  
Accra, Ghana

## Course fees

Standard delegate fee: £1200

The fee includes all tuition, lunches, teaching equipment and course documentation. Delegates are responsible for their own accommodation. Delegate's places are not guaranteed until payment has been received. An invoice will be sent upon receipt of booking.

## Booking/information

Mail to: Vika Kettle, Regal Exchange and Associates, 2 - 8 Victoria Avenue, London, EC2M 4NS

Tel: + 44 (0) 20 3206 1150  
Fax: + 44 (0) 20 3206 1151

vkettle@regalexchange.com  
www.regalexchange.com

Photocopies of this form are accepted

To register please fill in and return the form below

## Personal details

Family name:  (Dr./Mr./Mrs./Ms./Other):   
First name:   
Position:  Department:   
Company:   
Address:   
City:  Postcode:   
Telephone:  Fax:   
Email (required):

I have read and agree to abide by all terms and booking conditions on this form

Participant signature:  Date:

## Sponsor

We wish to register this delegate for the course indicated above. We undertake to pay his/her fee and release him/her from all company responsibilities for the period of the programme. (please print clearly)

Name:  Position:   
Signature:  Date:

## Payment details

Cheque made payable to Regal Exchange and Associates Ltd. or SWIFT. Please always quote the invoice number which you will receive once you have registered, or alternatively please quote the reference REG 2009/29 and the delegates name in the transfer instructions.

Payment method: Cheque  SWIFT

## Cancellations and refunds

For Cancellations (which must be in writing) received by Regal Exchange and Associates 15 or fewer working days before the scheduled training event, the full fee is payable. For Cancellations more than 15 working days before the scheduled training event we charge a 33% cancellation fee. Refunds where applicable, will be made within 30 days of receipt of the written cancellation. Regal Exchange and Associates reserves the right to cancel events, change venues (within the same city) and substitute trainers, tutors and consultants at its discretion. Where events are cancelled by Regal Exchange and Associates, participants will receive a full refund for course fees paid, if alternative dates offered are not acceptable. If for any reason Regal Exchange and Associates decide to amend or cancel the event we will not be responsible for air-fares, hotel or other costs incurred by registrants.

## Transfers and substitutions

Participants wishing to transfer to another course less than 15 working days before the scheduled training event will be charged a transfer fee of 33% of the full fee, on the basis that we allow only one transfer per individual made. Subsequent cancellation or transfers will be charged at the full rate. Participants wishing to transfer to another course more than 15 working days before the scheduled training event may do so at no charge. Views expressed by trainers are their own, Regal Exchange and Associates disclaims liability for advice given or views expressed by any trainer at courses listed in this brochure, or in any notes or documents provided to participants.