



**INCS**  
THE NEGOTIATORS

# THE EFFECTIVE NEGOTIATOR®

Negotiate better – when it matters.

[www.incs.international](http://www.incs.international)

## OVERVIEW

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Length:  
2 days

Outlay:  
CHF 1,900

Instructor:  
Stefan Kühn

Up-to-date information at:  
[www.incs.international](http://www.incs.international)

Negotiations define our lives. There is hardly any situation, be it privately or in business, where we do not negotiate. Suppliers raise their prices, long-standing customers want to reduce their purchasing volume, misunderstandings between partners, different priorities of sales and output or staff, their requirements are not consistent with those of their superiors – the list could go on indefinitely.

The reasons for a negotiation may vary, but what they all have in common is that they have to be conducted **effectively, efficiently and in a solution-oriented way**.

The experts at INCS are convinced that managers who are equipped to maintain the upper hand even in difficult negotiation situations **in order to obtain the best negotiated outcome for themselves and their organisation** will have a long-term advantage.

In this programme, **you will learn how you can transform disputes into targeted negotiations, develop good negotiation agreements into even better deals and how you can solve seemingly insurmountable problems**. Effective negotiating means finding ways out of messy and conflict-ridden situations.

This two-day training programme provides a tried-and-tested negotiation toolbox with which you will obtain better negotiated outcomes in the future. Thanks to concise basic principles, 1:1 practical application and interactive simulations, you will become familiar with different strategies and techniques with which you can in future directly influence your negotiating tactics, your counterparty and consequently the course of negotiation.





## YOUR TAKEAWAYS

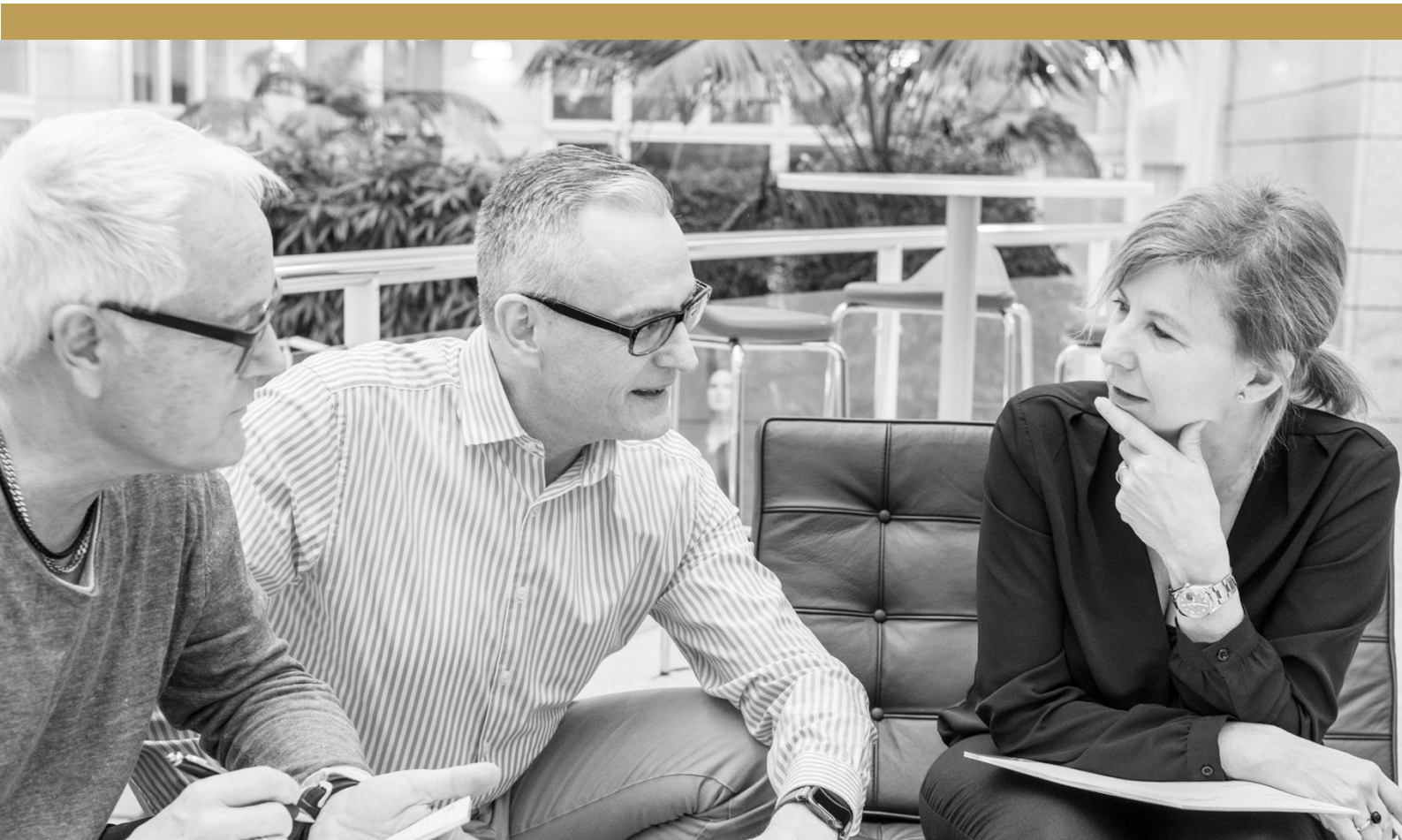
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- Be aware of a classification of successful negotiations
- Analysis of your own negotiating style
- Professional negotiation preparation
- Awareness of your own negotiating strengths and weaknesses and their consequences
- Creation of added value for all negotiating parties
- Successfully position and secure demands

## FOR WHOM IS THE PROGRAMME INTENDED?

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**Managers from all sectors** who are repeatedly in difficult negotiating situations and who would like to emerge from such situations successfully and invigorated **as well as specialist staff** who often have to deal with stubborn negotiating partners.



## PROGRAMME HIGHLIGHTS

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### WELCOME PACKAGE

Online access to your personal preparatory documents. Programme sequence, pre-readings, exercises on personal confrontation with the topic including a variety of learning files.



### PRACTICAL APPLICATION OF TRIED-AND-TESTED BASIC PRINCIPLES

The best of practice and teaching. Negotiating expertise with which you can examine past negotiations and plan and manage future ones better.



### PERSONAL NEGOTIATING PROFILE

You will analyse your personal negotiating profile so that you can control your behaviour in future negotiations better. You will gain key insights into your strengths and risks, in particular when you are negotiating with parties who are difficult for you.



### NEGOTIATION TOOLBOX

Actions, techniques and tips & tricks with which you will also be able to conduct difficult negotiations constructively and successfully in the future.

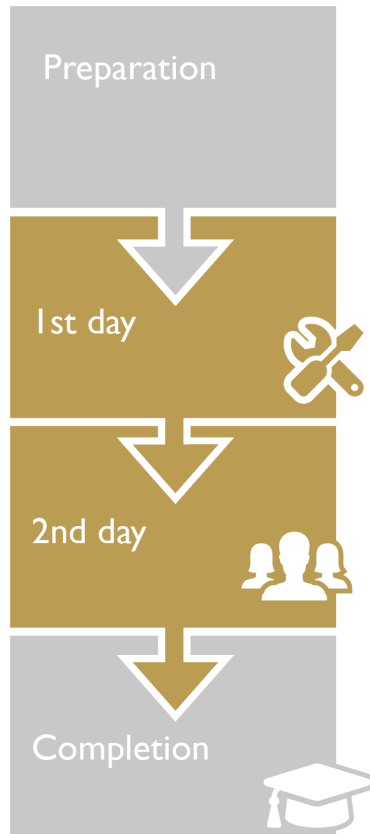


### FASCINATING SIMULATIONS

You will practise and analyse what you have learned immediately and practically on the basis of measurable negotiation examples from Harvard Law School.



## 2 DAYS WHICH WILL SHAPE YOUR NEGOTIATION BEHAVIOUR.



1. **Welcome package with pre-readings.**  
Immerse yourself in the world of negotiation even before the programme starts and develop initial basic knowledge with the pre-readings. Time spent on the preparation: ½ day
2. **Interactive teaching of basic principles using countless practical examples.**  
Learn everything about different types of negotiation, models of negotiation, the ideal preparation and what it means to anchor correctly and create values.
3. **Focus on practice, applications and simulations.**  
Put what you have learned to the test in a negotiation simulation where you will only know the information of your own party. Both the negotiation outcome and your instructor will show you where there is still room for improvement.
4. **Receive a certificate, preparation notepad and template**  
Thanks to the documents and templates you receive, you will be ideally equipped to transfer what you have learned into practice.

**Two days which will shape your future negotiation behaviour.** With a maximum of 12 participants, a particularly personal and intensive exchange takes place. This format also allows the discussion of personal negotiation examples. Basic principles, negotiating tools, simulations and actual practical examples intertwine so that you are optimally prepared to transfer these into practice.

## CERTIFICATE

After completing the programme, you will receive your personal certificate.

This certificate is recognised by the Continuous Learning Points Programme.



## INSTRUCTOR:

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### STEFAN KÜHN

Stefan Kühn, Partner/CEO INCS AG, is a negotiator, negotiation trainer and mediator. He conducts national and international multi-party negotiations and advises companies, organisations and government agencies in demanding and conflict-ridden situations.

He was in charge of a crisis management team with interventions and high-stakes negotiations in North and South America, Europe, Africa, the Middle East and Asia for 15 years. Stefan Kühn has long-standing experience as a management board member of a group of globally operating companies and as a board member of Swiss and international companies.

One of his roles on the Harvard Negotiation and Mediation Clinical Program was as a member of the ADR team of two leading US financial institutions and at Lloyd's of London he conducts negotiations and mediations in "Non-Caucus Kidnap & Ransom" processes. He is a graduate of the Harvard Law School's "Negotiation & Diplomacy" program, the Metropolitan Police (MPSTC) in "Difficult Negotiations, Profiling, Tactics & Emotions" and the CIAU in "Crisis Negotiation & Communication".

Stefan Kühn graduated from Harvard University and Oxford Saïd Business School.

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**IF YOU ARE NOT SURE  
WHETHER IT IS A GOOD  
OR BAD DEAL, THEN IT IS A  
BAD ONE.**

STEFAN KÜHN

# INCS

THE NEGOTIATORS

## OUR MISSION

We enable our clients and their top talents to make lasting agreements, to build stronger relationships and to solve problems more efficiently.

## WHO WE ARE

INCS comprises experienced and top-performing negotiation experts and coaches who are at home all over the world. We concentrate exclusively on negotiations, conflict resolutions and coaching. This focus makes us strong.

## OUR PHILOSOPHY

It's people who make the difference. We at INCS are firmly convinced that personalities who can negotiate successfully and effectively will play a key role today and tomorrow. We recognise that the ability to be able to interact effectively amongst ourselves in the modern, digitised world is steadily declining. We vigorously fight against this in everything we do. We are extremely motivated to help people and to support them in their development to negotiate effectively and to resolve conflicts. We are equally passionately committed to organisations in order to guide them to success in any negotiating and conflict situations. It is our deepest conviction that organisations with a professional negotiating and conflict culture are not only more successful, but also more attractive because top-performing specialist staff select the most attractive companies. All this drives us, day after day.

85/20

85% of all managers believe that they are among the top 20% negotiators in their sector

5%

have successfully completed a negotiation training course

82%

of all negotiating objectives cannot be met

only 32% of all completed deals can be implemented as agreed

32%

28%

of all negotiators adequately prepare themselves for a negotiation

10%

draw systematic lessons from negotiations which went positively and negatively