

# Negotiations Program

Hands-on negotiations training  
for your daily business.

[ee.whu.edu](http://ee.whu.edu)



**Open Programs**  
Negotiations

# Award-winning insights & practical experience

A skilled negotiator has to effectively handle both substance and process, no matter what the situational, cultural or personal issues across the table may be. This program equips you with the skills you need to manage negotiations successfully, even in the most challenging situations.

Negotiation skills matter most when managers face high-stake challenges, have to deal with complex dynamic environments, find themselves in seemingly weak positions, or are confronted with incompatible interests and conflict. This program provides participants with a rich set of techniques and tools for successful negotiations in any setting – be it day-to-day interactions with suppliers, customers, or colleagues.

A practical, easy-to-use toolkit allows participants to effectively deal with the core challenges in negotiations: from strategic positioning to dealing with complexity drivers, from designing deals to tactics at the table. You will be equipped with a structured road map that helps avoid common traps and pitfalls.

This program includes practical, hands-on advice on how to prepare negotiations strategically, how to position yourself, anticipate the moves of the other side, make the right choices, avoid traps, and deal with mental biases and power imbalances.



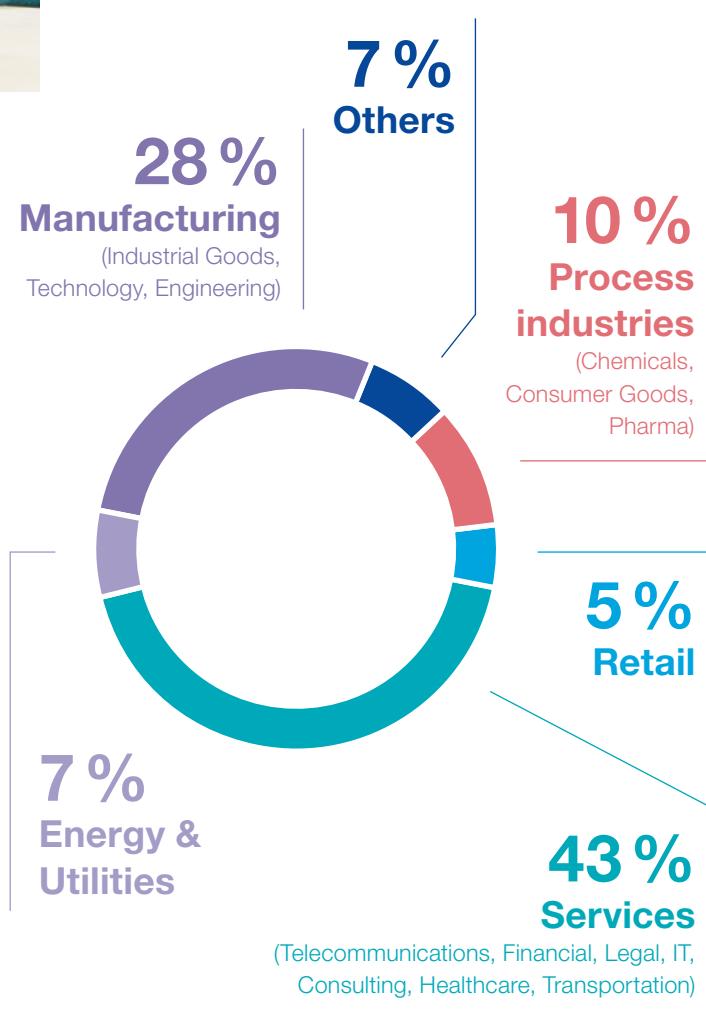
Hands-on, experiential learning through proprietary role-plays.

**Prepares participants to effectively deal with complex, high-stake B2B negotiations in dynamic environments.**

The **Negotiations Program** is a highly interactive and hands-on training, as it is based on real-life case studies. We will practice methods to successfully handle complexity in multi-party, multi-issue settings, achieve internal alignment and control external influences. We cover methods to identify leverage points, profile personalities, and effectively use influencing techniques and non-verbal communication.

Special emphasis lies on ways to resolve the most difficult challenges, such as hostile negotiators, confrontation with hard-bargaining tactics, and high-stress moments. Various role-plays and exercises will allow you to apply these techniques right away and gain confidence in your own negotiating skills.

## Participants' backgrounds in former program runs:



The program is suited to companies of all sectors and sizes.

## Short Facts



**Location:**  
WHU Campus Düsseldorf



**Format & Dates:**  
2 days, detailed information online



**Language:**  
English



**Certificate:**  
WHU Executive Education Certificate



**Fees:**  
€2,450 including tuition, session materials, case studies and most meals, excluding accommodation. Special fees available online.



**Application:**  
[ee.whu.edu/negotiations](http://ee.whu.edu/negotiations)



**Participant Profile:**

This program is targeted at people who ...

- are or will be in leadership positions
- regularly negotiate on behalf of their organization or clients
- are involved in strategic decision-making
- want to learn state-of-the-art negotiation tools and techniques

# Timetable

2 days of intensive and  
hands-on negotiation practices

## Day 1: Düsseldorf WHU Campus

### Morning Session

- Introduction into Negotiations

### Lunch & Networking Break

### Afternoon Session #1

- Strategic Positioning:  
Goals, Stakeholders, Power
- Briefing and Role-Play

### Afternoon Session #2

- Deal Design:  
Trades and Smart Contracts
- Briefing and Role-Play

### Meet the Faculty Reception

## Day 2: Düsseldorf WHU Campus

- Tactics 1: Biases and Influencing  
Briefing and Role-Play

### Lunch & Networking Break

- Tactics 2:  
Handling Objections and Stress
- Briefing and Role-Play

- Tactics 3:  
Body Language, Bluffs & Lies
- Briefing and Role-Play

Timetable and faculty are subject to change.

## Faculty

The Negotiations Program is taught by **Lutz Kaufmann** and **Felix Reimann**.

They are both professors of International Business & Supply Management at WHU.

For more information regarding the faculty visit our website: [ee.whu.edu/negotiations](http://ee.whu.edu/negotiations)

## Top real-life challenges addressed

- What if parties agree to disagree?
- How to counter bluffs, lies, and dirty tricks?
- Succeeding without power?
- How to handle difficult personalities?

“The Negotiations Program equipped me with valuable techniques that I now use on a daily basis. During contract negotiations between Asian and European companies these techniques helped me create a more valuable outcome and mediate between the parties.”



**Bernhard Feldhues**, Manager,  
First Basic Chemicals Div. at Mitsui & Co. Deutschland GmbH

## Your personal benefit

- Acquire the mindset and toolkit to negotiate effectively
- Understand how to reach a deal, even when positions seem incompatible
- Become aware of – and avoid – tactical and psychological pitfalls
- Gain confidence in navigating complex, stressful situations
- Learn to deal with power imbalances and difficult personalities
- Improve your skills in influencing, claiming value and reading the other side

This program is designed as a **fast-paced, intensive and compact learning experience** for managers. It fits well into a busy professional schedule and is, therefore, very suitable for participants in management positions. You will meet participants from diverse industries and organizational backgrounds who each bring their own unique experiences and perspectives. This will greatly **enrich your learning process** and allow you to build a **valuable network**.

## Your company's benefits

As a strong negotiator, you can create and capture substantial value for your company, often with immediate impact on the company's financial performance. Due to the intensive, hands-on exercises in the program, you will be equipped with ready-to-use skills and confidence for your next negotiation challenges. The techniques you will learn will also be of high value for improving all-round leadership and communication within your team, with clients and in other business relationships. You will be able to share what you have learned and inspire colleagues to reflect on their own approach to negotiations, spreading best practices in your company.



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#### About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German business schools with an exceptional national and international reputation.

## Leading Leading Minds.

Both Open and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: [ee.whu.edu](http://ee.whu.edu)

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