

Negotiation Master Class



Negotiate effectively and create value

Learn how to effectively negotiate commercial agreements and create value for your organization in WorldCC's Negotiation Master Class delivered in partnership with Keld Jensen.

What this program delivers

Research consistently identifies negotiation skills as a key competency tied to individual professional success in the commercial and contract management field, as well as a vehicle that materially impacts an organizations' ability to contract for value. It also reveals that a majority of today's negotiations are conducted online, not face-to-face.

Unlike other negotiation programs, this program is designed specifically for the contract and commercial community, organized in a blended delivery format so participants can engage with the negotiation program curriculum, develop skills, apply them on the job, and reflect on real-time experiences in a post-training phase.

You learn and practice in the same online environment you will be conducting the majority of your negotiations.

Ways to learn

Self-paced online

Complete the online curriculum on your own schedule. Participants benefit from micro-video presentations, social-learning discussion forum, negotiation tool-kit, knowledge checks and access to three supplemental negotiation books.

Blended learning

Add further value to your self-paced online learning with three further steps:

- Step 2 – A virtual, half-day workshop
- Step 3 – Practice in real-time negotiations
- Step 4 – Post-workshop feedback sessions, two x 1-hour

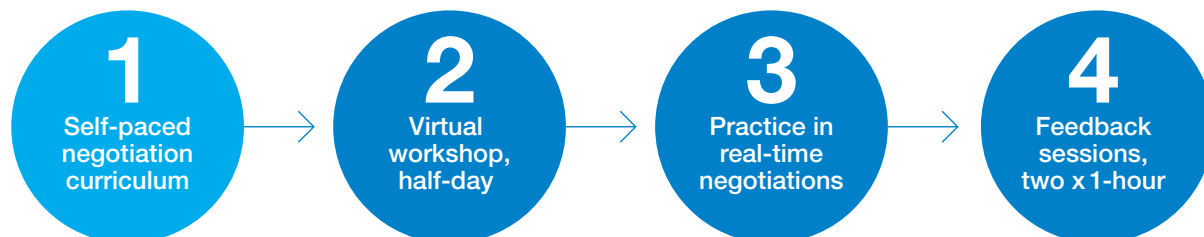
Other workshops

1-day virtual workshops and in-person workshops are available (at an additional charge).

By the end of the program

- You will know how to close deals smoothly with positive outcomes for everyone involved
- You will be able to effectively engage in negotiations that arise throughout the contracting lifecycle
- Individuals and teams will develop the skills to achieve their organization's desired business outcomes.

Self-paced learning is available as a stand-alone program



The blended learning program includes all four steps

The program in detail

Step 1 – Self-paced online program

Participants learn practical and implementation-ready negotiation curriculum for contract and commercial team members in this self-paced online program on their own time, at their own pace. However, we suggest that content learning can be reasonably paced over a 4-6-week period.

At the end of each section there are knowledge checks in the form of multiple-choice questions. In addition to the micro-video presentations, participants have access to three supplemental negotiation books written by Keld Jensen and engage in social learning via the discussion board. The Program includes specific negotiation tools for contract and commercial team members that can be immediately incorporated into real-world negotiations.

The self-paced curriculum must be completed before participants move on to the blended learning steps.

Self-paced curriculum topics

- Get to know the 4 most important findings to be successful in negotiations
- Understanding the negotiation process
- Difference between a qualified and less qualified negotiator
- The value of trust in negotiations (TrustCurrency)
- Measure your moral and ethical value in the MCI test
- Understanding the award winning NegoEconomics model and how to create up to 42% additional value
- Manage and prepare the right strategy (SAM Model)
- Learn from case studies (BlueKolding, KMD, SamAqua)
- Generate an understanding of the 10 steps in any negotiation
- How the professional negotiator prepares
- Communication, positive impact as a negotiator
- Establish your NBA, (next best alternative), target and threshold of pain
- How to manage virtual negotiations
- Explore the 5 different negotiation styles and how to deal with them:
 1. Combative
 2. Concession
 3. Delaying
 4. Compromise
 5. Collaboration
- Dig into what stress means for the professional negotiator
- Watch a SMARTnership negotiation

Step 2 – Half-day virtual workshop

Participants have an opportunity to apply their knowledge and new-found tool-kit through participation in negotiation simulation exercises, and receive real-time feedback. Virtual workshops can also be reasonably customized to ensure that your organization's specific skills' needs are met. Participants will be able to meet the negotiation challenges in front of them during any phase of the contracting lifecycle to drive revenue, create value, minimize costs or increase customer satisfaction.

Step 3 – Practice

Participants take their new knowledge and skill set back to the office and apply their learnings and new tools to real-time negotiations.

Step 4 – Feedback

After 1-month of practice, participants engage in two, 1-hour sessions every other week with their workshop trainer to reflect on experiences – positives, set-backs – and receive feedback and continued training to ensure you and/or your team completed the program skilled in effective negotiation.

Negotiation Master Class prices

Prices per person

Self-paced online only

395
US\$

Available to WorldCC Members only:

Self-paced online negotiation program

Keld Jensen's *Negotiation Manual*,
Positive Impact: Inspiring Trust and Confidence
and *Honest Negotiation* (online)

40 CPD points

Register for Self-paced



Blended learning

895
US\$

Available to WorldCC Enterprise Members only, with a minimum of 6 participants:

Self-paced online negotiation program

Half-day virtual workshop

2 post-training online meet-ups with workshop trainer

Keld Jensen's *Negotiation Manual*,
Positive Impact: Inspiring Trust and Confidence
and *Honest Negotiation* (online)

60 CPD points

Contact us about Blended learning



Contact us about the
Negotiation Master Class program



About the trainer

Recipient of the World Commerce & Contracting Innovation Award, Keld Jensen is an international author, professor and speaker – an acknowledged expert in negotiation, behavioral economics, trust and communication. He has worked with leading global companies, governments and individuals as an advisor and trainer.

Born in Denmark, Mr. Jensen is also a citizen of the U.S., where he currently resides. A frequent traveler, his work typically takes him to more than 40 countries each year.

Clients

His clients include Siemens, Thermo Fisher, Carlsberg, Vestas, Novo Nordisk, Rolls Royce, SABMiller, Telenor, LEGO, and the governments of Denmark, Great Britain, Australia, Canada and Lithuania. He is also past CEO of a Scandinavian public technology company.

Publications

A prolific author, Keld has published 24 books to date, primarily on negotiation and communication. His works have been published in 17 languages and 37 countries, with a readership of more than 2.8 million.

His latest book, *Honest Negotiation*, was first published by Motivational Press in the U.S., where Amazon immediately recognized it as a #1 new release. His books have won numerous awards, including the Danish newspaper Børsen's Management Book of the Year, awarded to the book *Positive Impact*.

He was a frequent contributor to *Forbes* magazine and the newspaper *Financial Times*, including a series of articles on negotiation and communications. He also participates in the *Financial Times* Mastering Management program.

Academia and media

Mr. Jensen is an associate professor at the Arizona State University's Thunderbird School of Global Management, and at Aalborg University in Denmark, BMI Institute in Lithuania, and UC Louvain/BMI in Belgium. He teaches in these schools' International Executive MBA programs, and frequently serves as a commentator in local and national electronic and print media, with more than 200 TV appearances in recent years.

Awards

In 2016, Keld was named one of the 100 Top 100 Global Thought Leaders in Trust. The following year, he was awarded the International Association for Contract and Commercial Management (IACCM) Innovation Award.

His negotiation concept, SMARTnership, was awarded 2019's Best Negotiation Method by Denmark's Organization of Public Procurement Officers. And, in that same year, he was a finalist for the World Commerce & Contracting Strategic Award. Most recently, he was named to the prestigious Global Gurus' 2021 Top 30 Negotiation Professionals list.



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