

World's Most Awarded **NEGOTIATION STRATEGY** **SMARTNERSHIP™** **INTERNAL TRAINING**

2024

PROGRAM

If you've been looking for an opportunity to take your negotiation skills to an entirely new level, look no further - register seats for your team on the SMARTnership Negotiation Training.

CLASS LEAD

Grazvydas Jukna,
Negotiation Practitioner and Expert
Certified SMARTnership Partner
GJ Mentoring founder





ABOUT THIS TRAINING

Your investment in the SMARTnership™ Negotiation Training will be repaid many times over, as your negotiators and teams will:

- bring deals to a successful conclusion faster, and
- translate contractual obligations into meaningful action
- lead to better outcomes and stronger relationships
- realize NegoEconomics

They will learn how to:

- apply 4 SMARTnership™ guiding principles in real negotiations
- create **up to 42% more value** in negotiation
- utilize openness and trust
- set-up long-term collaboration
- use preparation and post negotiation checklists
- increase professionalism and positive impact skills
- understand a dominant negotiation style
- recognize negotiation styles of others
- deal in a stressful situation
- negotiate in a team

Invest 2 days and leave with a complete new vision on negotiations.



WHY SHOULD YOUR COMPANY NEGOTIATORS OR ANY TEAM PLAYERS ATTEND THE SMARTnership™ NEGOTIATION TRAINING?

Many negotiations follow a familiar pattern. Rather than being planned and managed, they 'occur', progressing slower than you would like and wasting hours on terms that have little impact. Success or failure is determined subjectively during the months or years after the deal is done. And rather than creating an environment for the delivery of successful deals, these negotiations dissipate goodwill away.

If this sounds familiar, the SMARTnership™ Negotiation Training will change the way your negotiators or team members negotiate, the way they are perceived as negotiators, and the delivery outcomes from deals they negotiate – for ever.

Becoming an accomplished 'deal maker' ensures they will always be in demand to add value to your company's negotiations (external and internal). Acquiring insights into how value is created during contract negotiation, and developing the skills to deliver that value, will catapult their career to the next level.

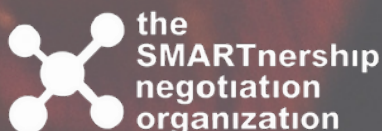
WHAT'S THE FORMAT OF THE TRAINING?

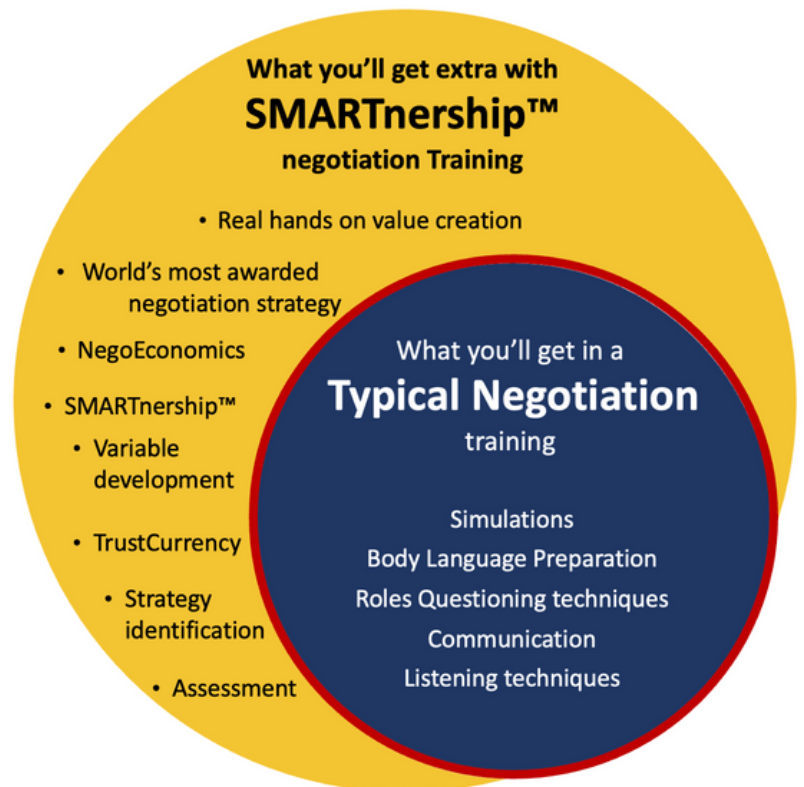
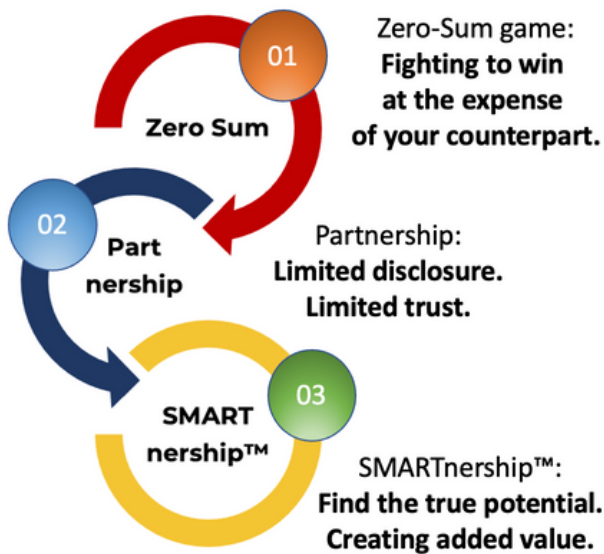
The training is an intensive and action-packed 2 day event that begins with the pre-reading and preparatory work attendees will receive 2 weeks in advance. From their first evening, they'll be thrown into a challenging Case Study to enable them to practice and experiment with their new skills and develop their understanding of how to design and conduct supremely successful contract negotiations (or any internal agreement).

Each day will include a blend of teaching, discussion, Case Study Exercises, negotiation role-play and constructive feedback on their performance. They will work closely with their negotiation team to achieve the best outcome for their Case Study organization, in an environment where good-natured competition and fierce collaboration turn attendees' previous negotiation experiences on their head.

WHAT'S INCLUDED IN THE TRAINING PROGRAM?

- 2 days of engaging and intensive training in a small group
- Methodological material, which can be later used independently
- 3 Negotiation Strategies, 5 Types of Negotiators, 10 Preparation Stages, 10 Negotiation phases, NegoEconomics™ and Tru\$currency™ structured material
- Real business examples that complement the understanding of theory
 - 2 practical negotiation simulations
- Individual and group's feedback after each negotiation





ABOUT THE PROGRAM CREATOR

Keld Jensen is the author of 25 books, published in 37 countries, and created the concepts of **NegoEconomics™**, **SMARTnership™** and **Tru\$t Currency™**. As a highly acclaimed speaker, Keld is regarded as a thought leader in Europe, Asia, the Middle East, and North America and is one of the most influential authorities in the world today on negotiation as a leadership competency. He has won numerous awards globally. Keld is an associated professor at several universities.

<https://keldjensen.com/about1/>

Participants of your company will get an introduction to **the World's most awarded negotiation strategy** **SMARTnership** negotiation and the **mathematical model of NegoEconomics**, that claims that **up to 42% of the values** in a negotiation are not capitalized.





ABOUT THE PROGRAM

There are **4 backbones of SMARTnership™** negotiation concept

SMARTnership™

The Third Road: Optimizing Negotiation Outcomes

The word SMARTnership™ shows mastery of skills in a negotiation. It is a leadership competency. Corporate executives are constantly negotiating. Acquiring the strategic perspective of SMARTnership™ enables business leaders to come away from the conversation with more than they originally expected, increasing their personal effectiveness as well as the value of the transaction.

NegoEconomics™

How Two Plus Two Can Equal Forty-Two

A competitive, zero-sum mindset dominates virtually every high-level negotiation, and all sides inevitably fail to take advantage of vast amounts of hidden value - studies found that businesses were forfeiting up to 42% of the total value in the transactions by failing to use all the variables available to them during the bargaining process. NegoEconomics™ are based on mathematical calculations. It is finding the variables of the negotiation and being able to calculate their asymmetric value for each side of the negotiation.

TRU\$T IS MONEY™

Running an Organization on the Best Policy: Honesty, Ethics and High Morals

The global recession has thrown into sharp relief the consequences of slipshod ethics in the business community. Conducting business honestly and ethically isn't just the right thing to do, it's also the smart thing! We stand for idea that those who keep to the straight and narrow are more successful in the long run. We provide a managerial toolkit for behaving ethically and building trust among the management team, employees, vendor partners, shareholders, and investors.

Positive Impact™

Optimizing Results through Persuasion and Influence

We know that 85% of success in business can be attributed to interpersonal skills. The ability to influence others and establish credibility is a crucial skill for people in leadership positions. We provide the tools for optimizing communication in order to get the most out of what you strive to achieve.









the
SMARTnership
negotiation
organization





WHERE & WHEN

The Training will be conducted upon agreement:

-  Vilnius - Riga - Tallinn
-  2 days of engaging and intensive training
-  at least 2 weeks for preparation
-  Lithuanian, English, Russian
-  from 8 to 14 participants
-  18.000 EUR ex VAT. Price does not include training premises, food & accommodation.

Reserve a spot for your team now:
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Please note we accept limited number of requests to ensure high quality in the course.