



BETTER BUSINESS NEGOTIATIONS

A **PLCD** Web-TRAINING
PHARMA LIZENZ CLUB DEUTSCHLAND

powered by Engarde Deutschland GmbH

Date:	March 15-16, 2021
Schedule:	Day 1: 09:00 am - 01:00 pm and 02:00 pm – 06:00 pm Day 2: 09:00 am - 01:00 pm and 02:00 pm – 06:00 pm
Seminar cost:	1.740 € net per person (+ german VAT 19% = 2.070,60 €)

Training aim:

The En GardE bestseller for (even experienced) negotiators and those who want to become better negotiators. With its acute focus on practice and execution as well as cutting edge didactics and methodology, this training is indispensable to achieve measurable success in negotiations. Challenging case work guarantees two intense, informative and above all, profitable days of training. This is the perfect training for people who want to achieve their set goals with efficient means.

Training content:

- Use the En GardE Chrono as an effective structuring tool in negotiations
- Set your negotiation strategy with the ESP (En GardE Strategic Planner)
- The Fact Eyeglasses sharpen your focus on success-relevant information
- Play your Aces to strengthen your negotiating position
- Define a negotiation zone and set the stage for a possible agreement
- Justify and strengthen your proposals with the persuasion chain
- Give & Take: no claim without a counter-claim
- Use a Smash to fend off unfair attacks from the other side
- Close the Deal: Actively look for the close – fix the results and make them binding
- Check-lists and tools assure learning and knowledge transfer success

Method:

Engarde training is “hands-on”-training. Meaning that all participants will be constantly active exercising on their typical everyday business cases. Theory is reduced to digestible and interesting short sequences. Video and interactive situational feedback ensure maximum sustainable learning success.

Binding Registration and Pre-Questionnaire: [Here](#)