

Institute for Strategic Negotiations

**Enroll in unparalleled negotiating training
from the developers of the world's
largest library of negotiating courses.**

Register for our Enhanced Negotiating Strategies course and ratchet up your returns on negotiations by adding the following strategies and tactics to your negotiating arsenal:

- Activating Enforcers
- Advanced Eulogies
- Agent Stripping
- Argument Dilution
- Atomic Love
- Bully Retardant
- Calculated Contamination
- Contract Archeology
- Decision Rights
- Deferential Defenestration
- Defining Disadvantageous Terms
- Emotional Pincer Movement
- Fait Accompli
- Floodgating
- Illusion of Choice
- Malicious Obedience
- Negotiating Cosmetology
- Negotiating through the Media
- Negotiating through Press Releases
- Philanthropic Blitzkrieg
- Pre-Conditions to Negotiations
- Samson Option
- Scorched Earth
- Signal Jamming
- Venomous Veracity
- Verbal Jujitsu
- Wiggle Words
- The Wounded Dove

**The Most Intense Negotiating Training Without
Violating the Articles of the Geneva Conventions**

Enroll Today!
609-919-1895 ext. 100
www.instituteforstrategicnegotiations.com

Enhanced Negotiating Strategies Course

This two-day course provides attendees with a thorough analysis of best practices for managing negotiations of every kind. Strategic insights into key negotiating tenets such as the following are discussed in detail:

- Pre-negotiation due diligence
- Elicitation strategies
- Creating internal alignment
- Fractionalizing the other side
- Mapping your way to decision makers
- Optimizing the use of agents
- Developing a negotiations scorecard
- Managing opening offers
- Defeating common negotiating tactics
- Deciphering body language
- Negotiating electronically
- Concessions management
- Closing negotiations
- Avoiding / managing renegotiations

“The Enhanced Negotiating Strategies course was very interesting and useful in my daily interactions.”

*– Robert Ford, Assistant General Counsel,
DURA Automotive Systems*

This session will delve into optimizing the use of—and inoculating yourself from—negotiating tactics such as:

- Limited Authority
- Good Cop / Bad Cop
- Negotiating from the Grave
- Human Shields
- Predatory Graciousness
- The Russian Front
- Righteous Indignation
- Exploding Offers
- Glass Housing
- Damsel in Distress
- Lazy Lawyer
- The Hindenburg
- The Afterparty
- Negotiating from the Podium

Among the invaluable take away lessons from this seminar are:

- How to score points before the negotiations begin
- How to minimize your concessions
- How to emasculate powerful counterparts
- How to delegitimize unfavorable agreements
- How to quickly shut down favorable negotiations
- How to gain leverage by aligning with allies

Case studies in this course hail from:

Nelson Mandela, Steve Jobs, Microsoft/Hotmail, Uber, Donald Trump, Blockbuster, Lady Gaga, Whole Foods, Blackberry, Tesla, Sun Tzu, Machiavelli, Car Salesmen, Eminem, Amazon, Terrorist Interrogators, The Beatles, The Rolling Stones, and much more.

“David Wanetick demolishes the win-win gospel ingrained in the minds of so many ivory tower academicians.”

– Josh Cline, Managing Director, Venure1st

Enhanced Negotiating Strategies Course

The two-day Enhanced Negotiating Strategies course is offered on the following dates:

Silicon Valley, CA — January 25-26, 2018
Atlanta, GA — February 8-9, 2018
Singapore — February 26-27, 2018
San Diego, CA — March 22-23, 2018
New York, NY — April 19-20, 2018
Washington DC — May 24-25, 2018
Chicago, IL — June 14-15, 2018
Tel Aviv, Israel — July 11-12, 2018
Amsterdam, Netherlands — July 23-24, 2018
London, UK — August 2-3, 2018

Enrollment in the Enhanced Negotiating Strategies course includes a complimentary copy of the instructor's recently published 800-page book—The Strategic Negotiator: A Manual for Negotiating at the Elite Level.

Register more than 30 days before a course and save \$200.

To enroll, visit www.instituteforstrategicnegotiations.com

Enhanced Negotiating Strategies On-Site Training

Maximize learning. Minimize downtime.

More and more companies are realizing the value of bringing training on-site. On-site training is a flexible, cost-effective option that allows you to train as many employees as you need—from a single team or department to everyone in your organization. We can send an instructor to your facility and conduct private training with your employees on your schedule.

Your employees and your business benefit because:

- A pre-course discussion with the instructor will enable us to tailor the course material to fulfill your business needs and expectations.
- Teams can openly discuss issues of importance since attendees are all employees.
- Teams learn with real-world examples to enhance retention of learning objectives.
- You can train groups of employees to significantly reduce tuition expenses.
- You maintain productivity with flexible course scheduling.
- You can set up a video bridge with remote colleagues and/or archive the training.
- The business realizes cost savings through the elimination of travel time and costs.

Please contact Kristin Kupsh at Kristin@bdacademy.com or call 609-919-1895 ext. 105.

Add Negotiating Battle® to any On-Site Training

Negotiating is like playing three-dimensional chess in the middle of a battlefield. Our Negotiating Battle® exercise brings the sparring of a negotiation to life. In the heat of battle, you must be well-prepared and think fast on your feet. Before you engage your next negotiating counterpart, you should consider undergoing a simulated Negotiating Battle®.

Negotiating Battle® customizations are available – spar with your faux adversaries on cases unique to your company. To learn more or add the Negotiating Battle® to your training class, **contact Kristin Kupsh at Kristin@bdacademy.com.**

The Institute for Strategic Negotiations Offers a Spectrum of Training Intensity

Most delegates register for

Level 1 – the Enhanced Negotiating Strategies Course.

After attending the cornerstone course, you can always upgrade to a higher level.

| Level | Designation / Certification | Criteria | Cost |
|---|-----------------------------|---|--------------------------|
| Level 1 | Certificate of Completion | Attend the Enhanced Negotiating Strategies Course | \$2,495 |
| This course is the cornerstone of all Institute for Strategic Negotiations' certifications. More information—including course dates and locations—about the Enhanced Negotiating Strategies course is available on the preceding page. If you need assistance registering for a course, please contact info@bdacademy.com or 609-919-1895 ext. 100. | | | |
| Level 2 | Certificate of Excellence | Level 1 plus Pass Exam | \$2,790 |
| This open-book exam is a series of true/false, matching and multiple choice questions with a few short answers. The minimum threshold for passing the exam is 70%. The exam must be passed within six months of attending the Enhanced Negotiating Strategies course. It is recommended that you pay for the exam and course simultaneously. The cost of the exam by itself is \$375. | | | |
| Level 3 | Master Negotiator | Level 2 plus 6 Elective Webinars | \$3,785 |
| Listen to any 6 of more than 80 Elective Webinars produced by the Institute for Strategic Negotiations. You will need to submit the codes provided during the webinars to verify your having listened to the selected webinars. | | | |
| Level 4 | Certified Trainer | Level 3 plus Expanded Course | Forthcoming. Stay tuned. |
| The Certified Trainer track is not yet being offered. Stay tuned for details. | | | |

About the Instructor: All Enhanced Negotiating Strategies courses are taught by David Wanetick, the course creator and author of *The Strategic Negotiator: A Manual for Negotiating at the Elite Level*. For more than 20 years, David has negotiated licensing transactions, spin-offs, capital raises, joint-ventures, and exits alongside and against Fortune 500 companies, government entities, universities, commercial bankers, private equity firms and venture capitalists.

Benefits of Receiving Training from The Institute for Strategic Negotiations

Training offered by The Institute for Strategic Negotiations may help you advance in your career or in managing your business. Our training is designed to provide you with insight into the skills necessary to procure materials at lower costs; generate greater sales volumes; resolve disputes more amiably; attain higher prices on products and services you are selling; and, receive better terms when forging transactions such as alliances, joint-ventures, licensing agreements, acquisitions and financings.

Enhancing your negotiating skills will make you more valuable to your bosses and clients. ISN-trained negotiators are also more valuable to themselves as they are better equipped to promote their own careers and negotiate their compensation packages.

To learn more, email info@bdacademy.com or call 609-919-1895 x 100

A Manual for Negotiating at the Elite Level

The Strategic Negotiator bursts with actionable and practical advice for negotiators. Powerful lessons are drawn from history and diplomacy. Negotiations come alive in these pages as colorful vignettes from the worlds of commerce, investment, music and entertainment are shared. Original negotiating gambits—such as the Moonwalk, the Circular Saw, the Velvet Crowbar, Shakedown Disinfectants, and the Advanced Eulogy—are introduced.

The intricacies of negotiating around specific contractual terms are expounded upon: Insights into Auctions, Exclusive Negotiating Periods, 360° Contracts, Liquidation Preferences, Bilateral Options, Wedges, Escrows, Entry of Competitor Provisions and Most-Favored Nation Clauses await the reader. Specific strategies for out-flanking regulators, bullies, frenemies, bosses, and venture capitalists are provided.

Among the more than 100 case studies presented include:

- Pocketing Win-Win Propositions
- Negotiating Contentious Invoices
- Sequencing a Venture Capital Raise
- Inducing Bidding
- Negotiating Anti-Assignment Provisions
- Bilateral Break-Up Fees
- Negotiating in Bad Faith
- Optionality and Penalties With Respect to Development Rights
- Negotiating a Convertible Bond Raise
- Alibaba Versus the Chinese Government
- Negotiating Against Godfather Money
- Negotiating from Cell 18
- Tesla Negotiates with the State of Nevada
- Michael Jackson's Acquisition of ATV Music
- Post-Acquisition Contingent Payments
- Negotiating Against the Opponent's Own Numbers
- Sequencing the Sale of Partnership Interests
- Negotiating Solar Panel Tariffs with the Chinese Government
- Negotiating in the Context of Misaligned Interests
- Negotiating the Integration of Disparate Corporate Cultures

The Strategic Negotiator

A Manual for Negotiating at the Elite Level

"Brilliant."

Allen M. Lo
Deputy General Counsel (Patents)
Google Inc.

"Maximum intensity."

Josh Cline
Managing Director
Venture1st

"A real masterpiece."

Wesley Muller
Managing Counsel
Under Armour

"An unparalleled tour de force."

Anthony L. Green
IP & KM Team Lead
Research & Development Center
Saudi Aramco

David Wanetick, CEO
Institute for Strategic Negotiations

"Phenomenal. Full of well-supported and powerful negotiating lessons. This is not the kind of book you want to fall into your opponents' hands."

*Frank Razavi, Director of Business Development
Purdue Research Foundation*

Standalone Price \$795.

The Strategic Negotiator is provided at no cost to those who register for the Enhanced Negotiating Strategies course. Also available for just \$295 to those who register for the training for the Certified Patent Valuation Analyst designation.

Negotiating Course Electives

The Institute for Strategic Negotiations maintains the world's largest library of negotiating courses. Expert instructors have an average of twenty years of relevant experience. Find a complete list of electives at:

<http://instituteforstrategicnegotiations.com/courses>

| Elective Negotiations Course | Hours | Tuition |
|---|-------|---------|
| <input type="checkbox"/> Negotiating Licensing Agreements for Maximum Returns | 3.5 | \$645 |
| <input type="checkbox"/> Negotiating Non-Disclosure Agreements | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating with the Chinese | 3.5 | \$645 |
| <input type="checkbox"/> Negotiating with the Japanese | 3.0 | \$525 |
| <input type="checkbox"/> Negotiating Collaborative Research Agreements | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Intellectual Property in Mergers and Acquisitions | 3.5 | \$645 |
| <input type="checkbox"/> Negotiating Creative Acquisition Financing Techniques | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating the Acquisition of Israeli Companies | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Corporate Loan Agreements | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Improvement Rights and Joint Inventions | 1.0 | \$175 |
| <input type="checkbox"/> The Law and Art of Labor Negotiations | 2.5 | \$435 |
| <input type="checkbox"/> Negotiating Contracts and Disputes in China | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Capital Raises | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating Software Licensing Agreements | 1.5 | \$295 |
| <input type="checkbox"/> The Role of Virtual Data Rooms in Negotiating Transactions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Equipment Lease Agreements | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating Series A Term Sheets | 2.0 | \$345 |
| <input type="checkbox"/> Negotiating the Resuscitation of Broken Deals | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Asset and Stock Acquisitions | 1.5 | \$295 |
| <input type="checkbox"/> Ethical Considerations in Negotiating Licensing Agreements | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating the Purchase and Sale of Patents | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Royalty Rate Provisions in Licensing Agreements | 2.0 | \$345 |
| <input type="checkbox"/> Negotiating Representations and Warranties in Commercial Real Estate Contracts | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating in the Shadow of Patent Litigation | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Construction Contracts | 1.0 | \$175 |

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Negotiating Course Electives (cont.)

| Elective Negotiations Course | Hours | Tuition |
|--|-------|---------|
| <input type="checkbox"/> Negotiating Nanotech Licensing Agreements | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating Employment Agreements | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating with Brazilians | 2.0 | \$345 |
| <input type="checkbox"/> Negotiating with Private Equity Investors | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Corporate Divestitures | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating in Egypt | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating in the Arab Gulf Region | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Tax Disputes | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Asset Based Financings Transactions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Contracts: Techniques for Contract Drafting | 2.0 | \$345 |
| <input type="checkbox"/> Negotiating Joint Ventures | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating in the Shadow of Litigation | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Distributor and Sales Representative Agreements | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Letters of Intent for Mergers and Acquisitions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating the Ownership Structure of Emerging Companies | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating High-Tech Patent Sales and Licenses | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating Due Diligence Issues in Acquisitions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Letters of Credit | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating and Fairness Opinions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Non-Compete Agreements | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating Patent Infringement Indemnification | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating with Asian Contract Manufacturers | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Shareholder Oppression Issues | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Retainer Agreements with Patent Brokers | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Carve-Out Transactions | 1.0 | \$175 |
| <input type="checkbox"/> Negotiating Asset Acquisitions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating Earn-Out Provisions | 1.5 | \$295 |
| <input type="checkbox"/> Negotiating in the Sharing Economy | 1.5 | \$295 |

“In his newest book, *The Strategic Negotiator*, David Wanetick provides a refreshing alternative to the Marquess of Queensberry approach to negotiations promoted by ivory tower academicians.”

*P. Krishna Mohan, Global Director of Licensing (retired),
E.I. DuPont de Nemours & Co.*

The Enhanced Negotiating Strategies course is designed to enable you to boost your returns on negotiations. The following is a sampling of the skills you will learn:

- Elicitation Techniques
- Create Leverage Before Negotiations Commence
- Formulate Opening Offers
- Negotiate Through Agents and Enforcers
- Sequence Negotiations
- Negotiate in the Shadow of the Law
- Negotiate with Numbers
- Fractionalize Your Opponents
- Repel Bullying Tactics
- Unwind Ultimatums
- Avoid Making Monetary Concessions
- Conflict Out and Delegitimize Opponents
- Derail Renegotiations

"The alternative to the academic approach to negotiations training has finally arrived!"

"If you think that there is nothing more you can learn about the subject of negotiations, think again. If you think that nothing more can be said on this topic, take the Enhanced Negotiating Strategies course. It is bursting with new, thought-provoking ideas."

*Peter A. Drucker
Director, Global Litigation
AkzoNobel*

**Institute for
Strategic Negotiations**
P. O. Box 30243
Walnut Creek, CA 94598

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