Summary
This seminar is based on the book of the same name, written by author and Wharton School Professor, G. Richard Shell. Professor Shell has compiled research based on the bargaining behaviors of 2000 global executives. Using this research as a foundation, Professor Shell created this workshop to provide insight for participants into what makes them “click” as negotiators.

Statement of Purpose
The purpose of this workshop is to help participants discover what type of negotiator they are, to uncover participant’s strengths and weaknesses, and to provide suggestions for improving overall negotiation strategies. Participants learn via case study, combined with lecture.

Course Outline
Prior to the program, participants are asked to complete a questionnaire that helps to identify their basic bargaining style(s). Richard Shell created this tool and it is published in the newest edition of Bargaining for Advantage. This tool is referenced throughout the day.

Participants in this program spend much of the session negotiating with each other in cases created by Richard Shell and other Wharton School faculty*. Prior to the session, Elizabeth Gory assigns participants to a role in each of the three cases used. The first case is a two-party case about the sale of a rare book. The second case is a four-party case (1 seller and 3 buyers) and is a commodity sale. The last case is a two-party case regarding a contract for an opera singer’s services. After each case, participants join as a group to debrief the case results and identify the “lessons learned.”

Each participant receives a copy of the book, Bargaining for Advantage.

About Wharton Professor G. Richard Shell
Professor Shell is the academic director of Wharton’s Executive Negotiation Workshop and is a Professor of Legal Studies and Management. Business Week’s “Guide to the Best Business Schools” has twice named him as one of the nation’s top business school professors. He is the author of the book “Bargaining for Advantage” along with other business titles.

*The cases are specifically created NOT to reflect actual business negotiations in a given industry, allowing participants to focus on themselves in the negotiation, rather than the details of the case.
BARGAINING FOR ADVANTAGE
Based on the book by G. Richard Shell
Conducted by Elizabeth Gory (certified by the author)

COMMENTS FROM PARTICIPANTS

What topics covered were most helpful?
“Looking inward at my own style of negotiating was very helpful. Realizing opportunities to improve some areas of weakness should be beneficial to [the company] and myself.”

“The bargaining assessment tool will be very helpful in developing my approach to negotiations.”

Would you recommend this workshop to others? Why?
“Absolutely, 100%! It was the best training I have ever received at [the company]. It brought back great memories of some constructive classes in business school. I fully support others taking this class. Can there be a follow-up class for those who already participated?”

“Yes. The return on investment is high. If you can pick up just one point that improves your negotiation skills [it] might translate into a gain of thousands or even millions of dollars.”

How will you apply this information at work?
“I negotiate every day with customers, vendors, and third-party suppliers. I will spend more time preparing and thinking broadly vs. narrowly on the subject. I will write down my goals and go into negotiation with a strategy based on the scenario.”

“Via additional planning, seeking a better understanding of the motivations of all parties, and expanding the opportunities and possibilities.”

“Frankly, it reminded my how much fun negotiation can be and deciding to negotiate is the first step in getting value from it.”

Comments about the presenter (Elizabeth Gory):
“Beth did a great job controlling the room. This is no minor achievement – this is a very tough group to keep focused and under control.”

“One of the best I’ve ever worked with!”
BARGAINING FOR ADVANTAGE
Based on the book by G. Richard Shell
Conducted by Elizabeth Gory (certified by the author)

Negotiation Workshop
Agenda

8:00 am  Opening Remarks

8:10 am  The Bargaining Process: Four Foundations
(The Rare Book Case)

This session introduces the first Four Foundations from
Bargaining for Advantage. Topics covered include goal
setting, issue specification, opening, concession making,
closing, and commitment. We use the Bargaining Styles
Assessment Tool to look closely at each participant’s
bargaining style.

12:15 – 3:00 pm  Negotiating Leverage
(The Pheasant Egg Deal)

This session explores the Fifth and Sixth Foundations discussed in
Bargaining for Advantage: Interests and Leverage. Below the
surface of every bargaining event are the issues and problems
that bring the parties to the table. Your ability to uncover new
opportunities in a negotiation – and to leverage them to your
advantage – is a measure of your professional skill.

3:00 – 3:15 pm  BREAK

3:15 – 5:15 pm  Probing Interests
(The Opera Problem)

This session probes the idea of negotiating interests even more
deeply, allowing you to see how effectively you are framing
and addressing the real problems that have brought the
parties to the table. We see how much time participants are
spending on the two critical tasks in negotiation: minimizing risk
and maximizing opportunity.

5:15 – 5:30 pm  WRAP-UP