



# Negotiation Master Class

IACCM has partnered with Professor Keld Jensen to incorporate the award-winning NegoEconomics model and SMARTnership negotiation techniques in a new online training program *Negotiation Master Class*. IACCM members can now complement the negotiation training provided in the IACCM Contract & Commercial Management Certification Program with this new series. The program offers IACCM members additional opportunities to hone their practical and analytical skills to structure and foster agreements that add value to their organizations.

## Who can benefit from this Program?

Negotiation Master Class is designed for Sales Managers, Sales Directors, Procurement Officers, Procurement Directors, COOs, CFOs, Legal Advisors, Attorneys at Law, Contract Managers, Marketing Directors and Project Managers.

*“Most of today’s professional negotiators are not adequately trained in the fundamentals and techniques of effective negotiation. The Smartnership Negotiation Master Class offers comprehensive training in the award-winning NegoEconomics model – a proven method of wealth creation.”*

Keld Jensen  
CEO, Professor & Author

*“Increased collaboration is at the forefront of the corporate and social agenda, yet for those of us negotiating and managing trading relationships, we know how hard collaboration can be. That is why we are excited to partner with Keld Jensen to offer our members additional opportunities to develop negotiation skills that focus on reaching agreements that achieve the largest possible joint gains for all parties.”*

Tim Cummins  
President, IACCM

## Program Objectives

- Understand and think about the importance and nature of negotiation and provide analytic tools for guidance
- Cultivate an instinct for what to do when there are no unambiguously right or wrong answers
- Develop a broad intellectual base from which to systematically evaluate and facilitate negotiation processes
- Develop confidence in negotiation as an effective means for resolving conflict in groups and organizations

## About the Trainer: Recipient of the IACCM Innovation Award



KELD JENSEN is an internationally recognized expert and advisor on business, communications and negotiation. He works with governments and major corporations in applying the techniques of SMARTnership negotiation while maintaining a busy teaching schedule at top-ranked universities around the world. Keld has made more than 200 international TV appearances, and contributes regularly to Forbes magazine, reaching more than 2.8 million readers.

A prolific author, Keld has written 24 books to date, with his works available in more than 35 countries. In 2016 he was named as one of the world's Top 100 Thought Leaders in Trust. His concept of SMARTnership won the award "best negotiation/tender strategy" from The Organization of Public Procurement officers and The Innovation Award from IACCM in 2017.

**Negotiation Master Class GOLD** consists of approximately 8 weeks of course instruction to be completed on a flexible schedule. The content is applied at the eMBA level, including:

- short videos
- negotiation simulations
- personalized feedback from the instructor
- weekly office hours
- reading materials by award-winning author
- practical toolkits

**\$ 895 per person (USD)**

**Corporate membership required (minimum course enrolment: 6 persons)**

**Negotiation Master Class BRONZE** consists of approximately 6 weeks of course instruction to be completed on a flexible schedule. The content is applied at the eMBA level, including:

- short videos
- weekly office hours
- reading materials by award-winning author
- practical toolkits

**\$ 395 per person (USD)**

**Individual or corporate membership required**

By applying the principles of SMARTnership, parties could work out the asymmetric values between them and create far greater value – *mutual value* – with the lowest costs and highest profits.