



The IACCM – SMARTnership Negotiation Master Class

IACCM and SMARTnership Negotiation have partnered to offer IACCM members the opportunity to participate in the award-winning SMARTnership Negotiation Online Master Class. IACCM members can complement the negotiation training provided in the IACCM Contract & Commercial Management Certification Program with this new series, providing 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?

The IACCM and SMARTnership Negotiation Master Program 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.

“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 SMARTnership Negotiation 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



“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

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: 2017 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.

The IACCM - SMARTnership™ 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

US\$ 895 per person

Corporate membership required (minimum course enrolment: 6 persons)

The IACCM - SMARTnership™ 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

US\$ 395 per person

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.