

## ► OVERVIEW

### INTRODUCTION

The Master Class in Designing a Deal is a programme of USB Executive Development (USB-ED) presented in conjunction with the Africa Centre for Dispute Settlement that equips negotiators to design successful deals before they get to the bargaining table. While deals are crafted at the table, deal design happens away from the table.

### WHAT SETS THIS INTERVENTION APART?

Good negotiators know that good deals start with good deal design. You've learnt the fundamentals of negotiation, about the importance of interests, options, no-deal options and using standards or benchmarks to persuade the other side of the fairness of your proposals. You are also adept at dealing with the other side at the table. You even allow yourself enough time for preparation for what will be happening at the table. But what happens away from the table matters just as much, if not more. During this hands-on, interactive programme, you will learn:

- how to ensure that the right issues are addressed, with the right people, in the right order;
- how to develop an attractive value proposition that meets your core interests while also taking into account some of theirs;
- how to design deals that are robust and sustainable;
- how to negotiate the spirit and the letter of the deal;
- how to maximise your negotiation leverage.

### PAST PARTICIPANTS' COMMENTS

*"The course provides good insight into why deals go wrong and what should be done to get them working and back on track."* – Justin Hughes, Senior Manager: HR, Telkom SA Ltd

*"Excellent course. Can be used in everyday life."* – AJ Marais, MD, Kirland Investments

*"Very useful and should help close deals sooner."* – Diederick Stopforth, National Sales and Marketing Manager, Skynet Worldwide Express

*"Very helpful to those dealing with unions."* – Voquiline Shiluvana, Head of HR, Telkom

## ► WHO

### WHO SHOULD ATTEND?

This master class is aimed at anyone who is serious about negotiation, including business owners and executives, managers, lawyers, accountants and others for whom negotiation is an essential part of their job or profession.

### ADMISSION REQUIREMENTS

It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on management issues

### FACULTY PROFILE

Prof Barney Jordaan

## ► WHAT

### CONTENT OVERVIEW

This 1-day master class in deal design covers the following:

- Recapping the core elements of negotiation
- Knowing how to talk to the right people
- Working around both parties' 'no-deal' alternatives



## WHEN & WHERE

CAPE TOWN

29 August 2012

08:15 – 17:30

## FEES

FEES

R2 900

*Please note that programme fees, faculty and dates are subject to change.*

## ENQUIRIES

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- How to dovetail differences
- Thinking beyond the obvious
- Inventing and structuring more sustainable, value-adding agreements
- How to keep them at the table
- Problem-solving techniques
- How to shape perceptions.

The programme is case-study driven.

#### NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 8.

## ► BENEFITS

#### HOW WILL YOU BENEFIT?

After completing this programme participants will be enabled to:

- structure deals that create joint value, are sustainable and cost effective
- discover hidden value in almost any negotiation situation
- think creatively about their options, both at the table and away from it
- look beyond price issues to create better value for all sides.

## ► FEES

#### FEES

R2 900

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

#### CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme. A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

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