



EFFECTIVE INFLUENCING IN BUSINESS NEGOTIATIONS

Secrets of the FBI Chief Negotiator Gary Noesner

*Executive Training with Gary Noesner
July 11th-12th 2023 or July 17th-19th 2023
Favorite Parkhotel Mainz*

First time ever I offer open
business training in Europe





„Too much action might trigger a firefight, which is what Webster calls the „paradox of power“ – the harder we push the more likely we are to be met with resistance.“

Gary Noesner

Two days for increased security and performance in your negotiations

Gary Noesner is a legend among negotiators. During his time leading the FBI's Crisis Negotiation Unit, he was a core developer of their modern approach to handling crisis negotiations, a system that is now implemented globally and with a great track record: More than 90% success rate in negotiations of the toughest kind where winning is the only acceptable outcome.

Negotiations in business are not the same. Economic intricacies, long-term partnerships and complex buying center operations are marked differences. Nonetheless, there are a number of areas in which business negotiators stand to learn from crisis negotiators' know-how, especially when it comes to the mother of all questions:

“How do I effect change in another person's behavior to my benefit?”

Crisis negotiations and the more economics-focused principled negotiations taught inter alia at Harvard's Program on Negotiation are often considered incompatible opposites. Gary Noesner and Academy director Andreas Winheller have a different view: They believe that professional negotiators have much to teach each other, that crisis negotiations have developed many techniques useful to improve any business negotiator's performance.

They agreed to offer a two-day training for a small group of 20 people. While keynotes and books confer knowledge, training alone can teach practical skills, for that requires exercise, simulation, and feedback.

Gary has trained thousands of crisis negotiators in his life. Andreas, thousands of business negotiators. In this training, they unlock the secret knowledge of the best crisis negotiators to optimize your business communication.

If you communicate with employees, superiors, team members, customers, or suppliers to influence them toward your agenda, this training will give you valuable ideas how to do that more successfully in the future – without leaving scorched earth.

**Course will be
taught in
English**



„The very first thing I talk about when training new negotiators is the critical importance of self-control. If we cannot control our own emotions, how can we expect to influence the emotions of another party?“

Gary Noesner



Topics:

- Strategic Negotiation Relationship Management
- Trust and Rapport in Negotiation
- Weapons of Influence
- Overcoming Resistance
- Deescalation and dealing with Over-Emotionalized Opponents
- Effective Negotiation with the Decision Maker

Workshop 1:

July 11th, 9am-6pm & July 12th, 9am - 5.30pm

(facultative Coaching session on July 13th)

Fee: 2.900 Euro plus VAT

Workshop 2:

July 17th, 9am-6pm & July 18th, 9am - 5.30pm

(facultative Coaching session on July 19th)

Fee: 2.900 Euro plus VAT

This workshop will provide answers to the following questions:

- How do I utilize the Behavioral Change Stairway Model to influence another person's behavior in a desired direction?
- How do I create an optimal atmosphere for negotiations?
- How do I move irrational and emotionalized partners to negotiate constructively?
- How do I remain cool and at peak performance in a negotiation?
- How do I set up an effective system between my negotiation team and superiors to achieve optimal negotiation performance and to promote good decision making?

„Before we can influence others we must first listen and understand.
Listening is the cheapest concession we can ever make.“

Gary Noesner



Faculty:

Gary Noesner

Gary Noesner was an FBI hostage negotiator for twenty-three years when he retired from the FBI and for 10 years the Chief of the FBI's Crisis Negotiation Unit, Critical Incident Response Group. In that capacity he was heavily involved in numerous hostage, barricade, and suicide incidents; covering prison riots, right-wing militia standoffs, religious zealot sieges, terrorist embassy takeovers, airplane hijackings and more than 120 overseas kidnapping cases. He developed the famous FBI Crisis Negotiation Framework and educated thousands of crisis negotiators as instructor for the FBI Academy's Crisis Negotiators Course.



Following his retirement from the FBI, he became a senior vice president with Control Risks, an international risk consultancy, and focused heavily on kidnap-management consulting work. He is one of the most experienced and most respected speakers on Crisis Negotiation worldwide.

Andreas Winheller

Andreas Winheller attended the Negotiation Instructor course of the Program on Negotiation (PON) at Harvard Law School in 2001. In the following years, he cooperated with PON on translating the original Harvard training methodology into German. With his team of negotiations experts at Verhandlungsperformance Consulting, he has been providing negotiation training, coaching, and consulting for clients all around Germany, Switzerland, and Austria for over 20 years.



His vision is to integrate all effective negotiation approaches and techniques, blending them to build a teaching framework most effectively optimizing negotiation performance. In his courses, he integrates what he learned about negotiation, behavioral economics, group dynamics, social psychology, and neuroscience from Harvard PON, Kellogg DRRC, Stanford, Wharton, ESSEC, and others – and of course from the FBI Crisis Negotiation Framework.

„Contain. Open communications to deescalate tension. Stall for time.
Lower expectations. Make him bargain for everything.“

Gary Noesner

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About Verhandlungsperformance Academy

Open training sessions for specialists and executives

In our Verhandlungsperformance Academy, we offer all modules of our certified training in professional negotiation as open seminars for specialists and executives.

Our trainings incorporate the best of the world's leading negotiation approaches: Harvard PON's Principled Negotiations with a focus on economic optimization, the FBI's Crisis Negotiation Framework developed by Gary Noesner, social psychology, behavioral economics, and recent discoveries of neuroscience. Because in the end, performance is all that matters.

Verhandlungsperformance Academy means: learning in small groups, intensive support by only the most experienced trainers of Verhandlungsperformance Consulting, the best possible seminar atmosphere in one of the best German conference hotels, support for practical transfer optimized through modern neuroscience - and all this at a very fair price.

Choose between different service packages and decide for yourself whether you prefer a price-optimized version or rather a package for optimal practice transfer with integrated coaching services. In our Academy, we offer you tailor-made packages for your specific needs.

You will find information about the dates of the next seminars, the conditions, learning contents and general conditions of the Academy's seminars on our homepage at:

www.verhandlungsperformance.de/academy – (Currently only available in German)

Make the most of your training with the Premium Package

We offer up to 6 participants the unique chance to enhance their training experience with the Premium Package for an additional fee of EUR 1000. Included in this strictly limited package are:

- ✓ 30 minutes of your exclusive 1:1 coaching with Gary Noesner on July 13th. Ask your questions, bring up your cases, choose your issues you want to know more about and get the professional feedback from one of the world's leading negotiation experts.
- ✓ Networking Dinner with Gary Noesner and Andreas Winheller on July 12th. Enjoy a wonderful evening with the Gourmet Menu from Chef Tobias Schmitt in the Michelin-Star-awarded gourmet restaurant at the Favorite Parkhotel Mainz and hear some exciting behind-the-scenes stories from an experienced crisis negotiator.
- ✓ Exclusive photo shooting with Gary Noesner to get the real stuff for your public relations activities.



Course Registration

(please send via mail or as a scan via e-mail to a.winheller@verhandlungsperformance.de)

Verhandlungsperformance Academy
Andreas Winheller
Kaiserstraße 35
55116 Mainz

I wish to attend the course „**Effective Influencing in Business Negotiations**“
with Gary Noesner and Andreas Winheller in Mainz and register as follows:

(choose one)

- ☐ **Basic Package, Workshop 1, on July 11+12, 2023** at € 2900 plus 19% VAT
- ☐ **Basic Package, Workshop 2, on July 17+18, 2023** at € 2900 plus 19% VAT
- ☐ if possible, please upgrade me to the Premium Package at € 3900 plus 19% VAT (limited availability)

Name: _____

Postal address: _____

Phone: _____

E-Mail: _____

Please specify the desired billing address (otherwise, your name and private address will be used):

I agree to the terms and conditions provided below.

Location and Date

Signature and Company Seal (if available)

Terms and Conditions of Participation

(This translation is not legally binding and provided for your convenience only. We will be happy to provide the legally binding German version on request.)

Registration

Registration for the course takes place in writing on the enclosed registration form by post to Andreas Winheller, Kaiserstraße 35, 55116 Mainz. After receipt of the written registration, the participants will receive a confirmation of registration. The course will be conducted in English.

Implementation of the Course

The minimum number of participants is 10. Cancellation of the course for important reasons (i.e., illness of the lecturers or too few participants) remains reserved. In this case, an alternative date will be offered; further claims are excluded.

Services and Participation Fees

The participation fee includes the training materials, the licensing costs for the exercises and the hotel's conference fee (seminar rooms, media, catering, conference drinks). The invoice is due immediately and without deduction within 4 weeks after billing. A participant's place is only guaranteed by the timely payment of the full invoice amount.

In addition, it is the participants' responsibility to organize accommodation and breakfast if desired at their own expense. A limited contingent of rooms is available at the conference venue. Any accommodation contract is concluded directly between the hotel and the participants. Andreas Winheller is not liable for the hotel's services.

Cancellation/withdrawal from the course can only be made in writing to Andreas Winheller. A substitute participant can be named. If no substitute participant is named, cancellation costs of 30% of the course fees will be incurred. If you cancel less than four weeks before the seminar, cancellation costs of 70% will be incurred, if you cancel less than one week before the seminar 90%. If you do not show up without prior cancellation, the seminar fee will be retained in full.

Liability

The liability of Andreas Winheller and his associates and agents (Erfüllungsgehilfen) is limited to gross negligence and intent; the same applies to other persons (Verrichtungsgehilfen), and only insofar as Andreas Winheller can be held responsible for their conduct.

Privacy

I have taken note of the data protection declaration of Andreas Winheller (Verhandlungsperformance Academy), which can be viewed on the homepage at www.verhandlungsperformance.de/datenschutz (in German only). Data of the participants will only be used and processed electronically, as described in detail there, in compliance with data protection law, for the purpose of processing the registration and for the purpose of advertising our own qualification offers. There is no further use or transfer to other companies.

The place of performance and exclusive place of jurisdiction is irrevocably Mainz. The law of the Federal Republic of Germany applies irrevocably. The application of bilateral agreements is irrevocably excluded.

Impressum:

Verhandlungsperformance Academy

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**We are looking forward to
meeting you in July
for an eye-opening
course experience.**




**VERHANDLUNGS
PERFORMANCE**
A C A D E M Y

Training · Coaching · Consulting · Mediation