



Alabama Center for Dispute Resolution
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**Seal the Deal: Performance Enhancing Negotiation
& Rapport Building Skills for Lawyers**

Nancy Tilton Hand, JD, NLP Trainer, Registered Mediator (teaching the course)

**AGENDA
SEPTEMBER 28, 2010**

- 8:00 am **Registration and Continental Breakfast**
Alabama State Bar, 2nd Floor Boardroom
- 8:30 – 8:45 am **Introductions, Overview & Road Map - The Art of Negotiation**
- 8:45 – 10:00 am **Peak Performance States Plus Exercise**
- 10:00 - 10:15 am **Break**
- 10:15 am - 12:00 pm **Rapport plus Exercise**
- 12:00 - 1:00 pm **Lunch**
- 1:00 - 2:00 pm **Preparation**
- 2:00 - 3:30 pm **Negotiation Techniques Plus Exercise**
- 3:30 - 3:45 **Break**
- 3:45 – 4:45 **Pulling it All Together and Wild Cards**
- 4:45 – 5:00 **Adjourn/Questions**

CLE: 7.3 hrs including 1 hr. ethics

(rev. 8/17/10)

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WORKSHOP COURSE OUTLINE

Introduction to Negotiation

- I. Who negotiates?
 - a. You do!
- II. What is negotiation?
 - a. Different types
 - i. Positional bargaining
 - ii. Interest based
- III. Why bother doing it well?
 - a. Increase you power of influence
 - b. Most people bumble into negotiation unprepared
 - i. Because they don't have time
 - ii. Because they don't want to think about it
 - iii. Because they **think** they are ready...but how many times have you left value on the table – only to find out later?
- IV. What are we talking about today?
 - a. The art of influence
 - b. The essential elements of the Art of Negotiation
 - i. The importance of mastering your mental game
 - ii. Building rapport for great deals and solid relationships
 - iii. The Overwhelming value of negotiation preparation
 - iv. Recognizing and using Tried & True (T&T) techniques
 - v. Post negotiation “negotiation”
 - c. We'll talk about value of each aspect
 - d. Look at the recent research in behavioral science and how it applies to negotiation
 - e. You'll learn ways to immediately apply new information to your communications and negotiations
- V. The Mental Game – Peak Performance States (and understanding your own “click whirrs”)
 - a. Master your mind (and master theirs!)
 - b. How great athletes perform well, even on bad days
 - c. 2 quick and easy ways to shift into a better state immediately
- VI. Rapport
 - a. Builds credibility
 - b. Verbal
 - c. Non-verbal

- VII. Preparation – with checklist (WFO)
 - a. Assessing the deal
 - i. Framework and research
 - b. Setting targets
 - i. Setting targets and concessions
 - c. Finding the ZOPA
 - d. Predicting and inoculating against objections

- VIII. T&T Negotiation techniques (20 of the most common!)
 - a. T&T Techniques
 - b. Tips
 - i. Environment
 - ii. Dealing with:
 - 1. Impasse
 - 2. Dirty tricks
 - 3. Distracted/stressed/panicked people
 - iii. Helping them deal with their “people”
 - c. Post-negotiation negotiation – how to sweeten the deal after the deal is done

- IX. The leading edge – 5 negotiation techniques you won’t find anywhere else!

- X. Pulling it all together + questions

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WORKSHOP COURSE DESCRIPTION

Are your negotiation skills behind the curve?

There are over 1,100,000 lawyers out there competing for clients, deals, verdicts, settlements, etc... Only a very small percent of them are actually good negotiators and the ones who are earn a disproportionate percentage of the money pie. They are enjoying the toys – the perks of success. Negotiation skills can put you in the dream...

These skills are even more important that ever!

Mass communication and the small world phenomenon means less face-to-face communication and more likelihood of confusion and mottled messages – you have to be able to negotiate and communicate *despite* all of the new technology. Attention spans are shorter so you have less time to work with – unless you know how to hold their attention!

We have the key!

Thanks to groundbreaking advances in the study of communication and behavioral psychology, we now have priceless insight into how people negotiate and make decisions. Understanding these new advances will allow you to tailor your negotiation and communication approach to get the results you want – fast.

In fact, the medical community is already beginning to use this information to train medical staff because it saves lives by reducing error, increasing doctor/patient understanding, expediting healing and by reducing the time necessary to get vital information. It also drastically lowers malpractice rates and increases patient satisfaction.

Learn to use this powerful information in your law or mediation practice!

In this class you will enjoy a thorough review of tried and true negotiation techniques and learn leading-edge negotiation techniques that will catapult you to the “right side” of the negotiation curve and give you an immediate economic advantage.

Join us for Seal The Deal and learn to negotiate with purpose. You will negotiate faster, make better deals, create lasting relationships, and develop a reputation as someone people look forward to doing business with.

This is a workshop class that includes multiple, supervised, hands-on exercises. All participants will leave this class having performed each method.