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*"Living self-determined implies negotiating actively."*

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Dr. Amin Talab



# Negotiation-Sparring.com

Achieving the best possible negotiation results through consistent Sparring





## Negotiation-Sparring.com

### OBJECTIVE & BENEFIT

You are satisfied only with the best results? Then this is right for you!

- Test and develop your negotiation skills confidentially!
- Receive independent external opinions on your strategy and discuss tactics with in a discreet manner!
- Rehearse your soon-to-come negotiation and try out options! You can do this now with unknown sparring partners that give you feedback openly and in plain terms according to professional guidance.
- Check your negotiation skills on a regular basis and keep yourself fit and up-to-date.
- Compare your methods with colleagues and do some networking at the same time!

This workshop is focused entirely and exclusively on hands-on training by means of Case Studies.

### PRIORITIES & FOCUS

*Sparring is a form of training common to many combat sports. Although the precise form varies, it is essentially relatively 'free-form' fighting, with enough rules, customs, or agreements to make injuries unlikely. [...]*

In the negotiation exercise with your sparring partner during Case Studies, deficiencies and mistakes are exposed relentlessly and areas of improvement pointed out. This way skills and tactics can be trained and internalized. Cases are being provided by participants.

Negotiation Sparring is a regular training possibility. It keeps you alert and gives you a chance to practice with merciless professionals in a safe and confidential environment.

### PARTICIPANTS

Sparring is perfectly suited for active participants of any branch or industry. Ideally, you do have a good understanding of the theoretical negotiation background and have attended respective workshops.

Delegates will be selected to fit each other's level and secure confidentiality.

6 Participants (min/max 2 – 8)

### INVESTMENT & COSTS

(excl. VAT):

€ 490,-

AED 3.500,-

Terms & Conditions:

<http://www.comeon.at/agb>

Mag. Dr. Stefan Amin Talab, MLE (Hamburg), LL.M. (Manchester)



International Negotiation Counselor  
 Bestseller Author  
 Registered Mediator (MoJ)  
 Dr. (Ph.D. law),  
 MLE: Masters of Law & Economics  
 LLM: Masters of Laws

*"Professional practicability in a succinct, decelerating, clear format"*

### VENUE & TIME

December 16<sup>th</sup>, 14 – 17.30, Dubai

January 16<sup>th</sup>, 8.50-13.00, Vienna

March 8<sup>th</sup>, 8.50-13.00, Vienna

July 10<sup>th</sup>, 8.50-13.00, Vienna

October 16<sup>th</sup>, 8.50-13.00, Vienna

December 16<sup>th</sup>, 14.00-18.15, Dubai

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[www.negotiationsparring.com](http://www.negotiationsparring.com)



Appreciated participant of Negotiation Sparring,  
Dear Negotiation friend!

Our next Sparring is about to start. To help you in your preparations I want to share a few thoughts about the workshop:

We will analyse real-life cases very intensively in this Sparring. Each participant is invited to bring in and practise real his negotiation situations. These could be special parts of past or future situations, e.g.:

- Presenting a product/service to a prospect
- Arguing for/against a takeover
- Arguing for/against a project to the board/department manager/team
- Defending your position in any kind of meeting
- Fee negotiations
- Annual performance meeting
- Internal negotiations with compliance, procurement,...
- Creditor-, and funding negotiations
- ...and every other negotiation where you have to persuade people.

In Sparring there are no limits to your creativity. Every and each workable, real-life situation is possible.

Please do not attempt to present every aspect of the whole case (which might even extend over days and months). It is more about picking 1-2 crucial points, which should not take more than 1-5 minutes in time.

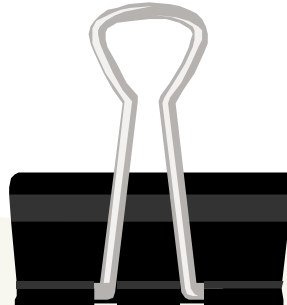
Here are some examples for moments that can be modelled:

- Greeting procedure of a complaining customer (incl. choice of seating order)
- Your quote after the question: „How much is that fun going to cost me“
- Your reaction to the counter argument „your competitor charges half“
- Finding out the real interests with a reserved negotiation partner

I recommend to put down the chosen situation briefly so that someone stepping into your shoes does get the most important information that you have (had).



Do only share as much information as you had/have in the situation, but sufficient so that your negotiation partner can represent you. That could look like this:



**Situation:**

Already had long term trustful negotiation relationship. Client is manager of middle sized service corporation. Was asking for extension of our offer but then never followed up. I arranged for a meeting. He lets me wait 20 minutes until I am allowed in.

**My goal:**

Closing the sale of our offer (online webshop additionally to give web presence) for € 40.000/year. 10% rebate would be possible if we do get long-term service guarantee for 5 years (min. 2 y). I want to find a way to stress the attractive price/performance ratio.

**Expected difficulties:** Unknown to me.

**Good to know:** This year our sales are down 20% - have to get this! Prices have not been adjusted for inflation the last 3 years!

You can find a template on the next pages. **Please fill it out and bring these papers along to our Sparring.** Other than that please bring along anything that you will have with you in the real-life situation, e.g. flyers, brochures, calculations, calculator, offers from competitor etc.

Please choose your „negotiation outfit“, i.e. come as you will attend your negotiation.

I am looking forward to training with you!

Dr. Talab Amin



## SITUATION ANALYSIS

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Please select a very specific succinct section (1-2 minutes) of your negotiation for the Sparring! This „crucial moment“ can then be modelled with different approaches, posture, pitch etc. to find maximum impact.

**Situation:**

What has happened so far in the negotiation? Which phase are we in (see MN p158) and what is the very moment we will analyse?

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**My target:**

Maximum, Minimum, Negotiation room as simply & succinct as possible  
ZOPA (Zone of possible agreement)

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**Main argumentation line?**

MN p169ff and p176ff

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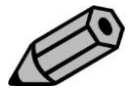
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**Expected (or known) problems/counter-arguments:**

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My assessment concerning negotiation type? (optional)  
MN p75f

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What is my BATNA (Plan B)? (optional)  
See Master Negotiator p39ff

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Good to know: (optional)

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## TAKE-AWAY

Which points have been of special interesting to me, so I want to keep them in mind?

1.

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2.

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3.

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4.

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5.

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What is my immediate behavioral goal for my next negotiation?

1. \_\_\_\_\_

2.

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3.

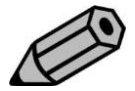
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4.

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5.

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## INFO ZU MAG. DR. AMIN TALAB

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Dr. [Amin Talab](#) has been focusing on various aspects of conflicting interests and (international) negotiations for more than 20 years. He is the author of the #1 Amazon Bestseller *[The Master Negotiator](#)* and supports executives in assessing negotiations and improving results, particularly in the business and intercultural context. His unique perspective enables this Austrian-Syrian with Croatian and Slovenian roots, and author of ground-breaking business books and several outstanding training curricula (e.g. [Negotiation Sparring](#)) to build cross-cultural bridges and cast light on hidden issues. He supports people from various industries in achieving their objectives more swiftly and efficiently.

He is consulted regularly as a [Ghost Negotiator](#) and is a popular speaker at business meetings and events internationally. His outside view and expertise are valued in [assessing strategies](#), finding options, and [rehearsing argumentation](#) and sales pitches.

Dr. Talab fascinates people with his intercultural perspective on negotiation and conflict resolution both in his books and his keynote speeches about new strategies, [intercultural negotiations](#), and how to become a Master Negotiator.

He is married and lives with his twin daughters in Vienna, Austria and works in Mosonmagyárovar, Hungary and wherever his clients call him.

Amin Talab graduated in the top 1% of class and holds a doctorate of law (Ph.D), from the University of Vienna, which he finished with distinction while being invited by the University of Melbourne as guest lecturer on European law negotiations. He also holds a Master of Law and Economics (LL.M.) from the University of Manchester.

His diverse experience as a speaker and negotiation consultant includes presentation trips for the Austrian Foreign Ministry, large events and lectures at Universities in various CEE countries, Mexico, Cuba, the Middle East, and Northern Africa.

Since 2000, Dr. Talab is executive partner of the [comeon.institute](#) for communication.

In 2004, he was designated a qualified mediator by the Austrian Ministry of Justice. He is president of the Austrian Association of Integrated Mediation.

This international Negotiation Counselor's [client list](#) reads like a who's who of business, ranging from companies like Merck AG, Deutsche Bank, and UniCredit Bank to Puma and the European Court of Justice.