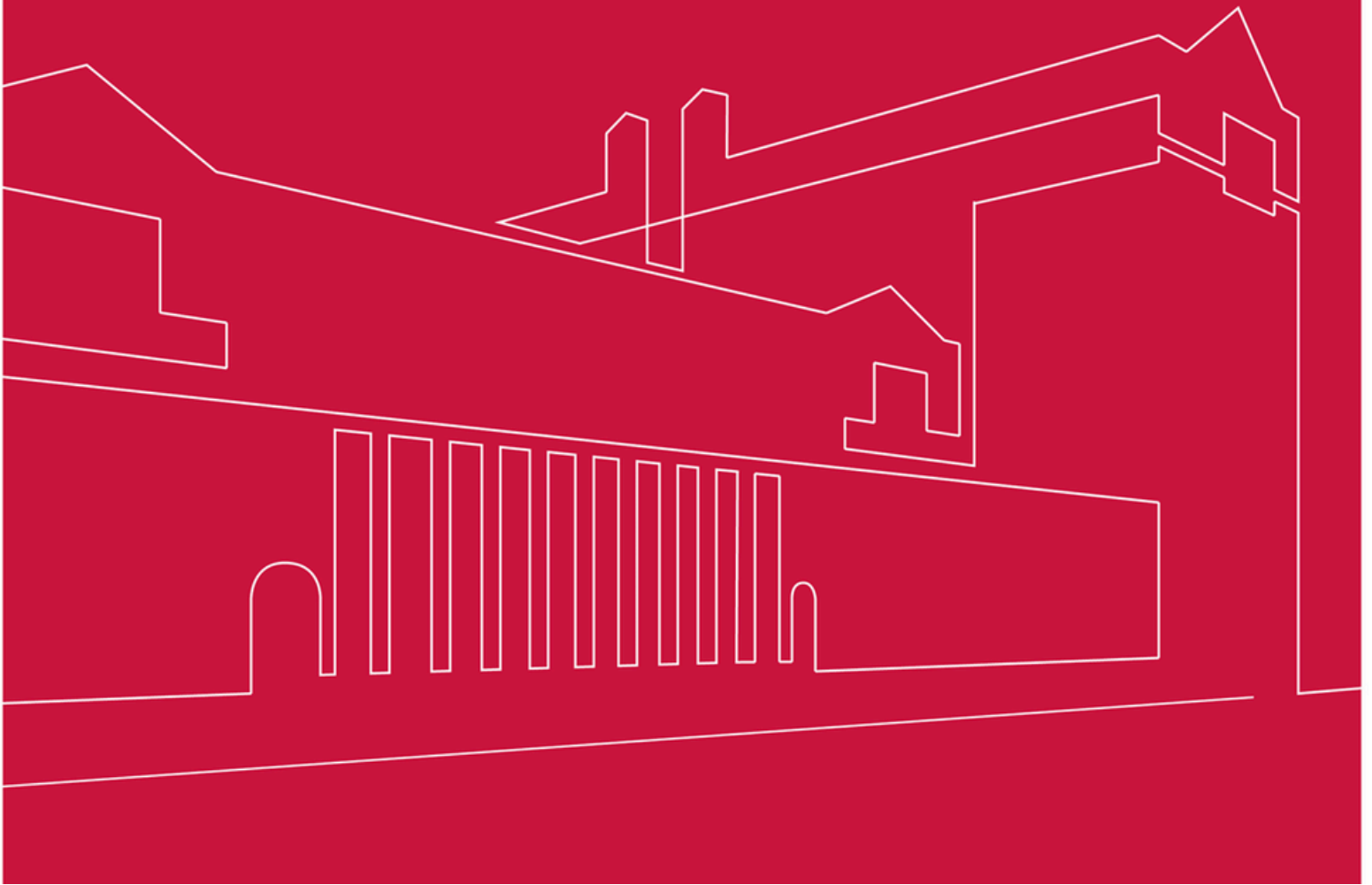


BUSINESS ACUMEN WORKSHOP

Negotiating with Confidence



1.5 DAY INTENSIVE
HYBRID FORMAT | ON-CAMPUS & ONLINE



Executive Education
UNIVERSITY OF DENVER

WORKSHOP OVERVIEW

In this intensive 1.5-day workshop, you'll learn essential skills to master intricate business negotiations. Learn how to gain and retain control, express influence and confidence, and leverage psychological principles throughout the negotiation process. Guided by cutting-edge negotiation research paired with expertise in the c-suite, our faculty will teach you innovative strategies to consistently achieve the best possible outcome at the negotiating table.

LEARNING OUTCOMES

01



BUILD A DEEP UNDERSTANDING OF NEGOTIATION

- Learn how to determine who should make the first offer and why
- Shift and leverage power dynamics
- Control the negotiation from the start and why it's important to do so
- Understand why creating boundaries helps to ensure great outcomes
- Learn why having a concession strategy is so important, and the four elements to a sound concession strategy
- Differentiate between selling and negotiating and why it's critical to negotiate only when the selling is done
- Create Multiple Equivalent Simultaneous Offers (MESOs) – One of the most powerful negotiating tools for securing better outcomes
- Develop strategies to avoid a price-only negotiation
- Understand why most negotiators leave money on the table – and how to fix it
- Architect your offers to drive collaboration and better outcomes for both parties
- Present your offers for maximum advantage – Understanding the benefits of framing your offers

02



CREATE ACTIONABLE NEGOTIATION STRATEGIES

03



LEARN WHEN AND HOW TO CLOSE THE DEAL.

WHO SHOULD ATTEND

This workshop is designed for senior executives, business leaders, managers, & more. It can be especially beneficial for:

- Sales Teams: must negotiate deals, contracts, and pricing with clients. Gain advanced skills to secure better terms and build stronger relationships with clients, ultimately boosting the company's revenue.
- Project Management Teams: must negotiate with stakeholders, vendors, and team members to ensure projects stay on track and within budget. Learn how to effectively manage resources, handle conflicts, and negotiate timelines.
- Human Resources Teams: must negotiate salaries, benefits, and terms of employment with potential and current employees. Enhance your ability to attract top talent, resolve workplace disputes, and create fair and competitive compensation packages.



"Everything is negotiable. Whether or not the negotiation is easy is another thing."

-Joe Hernandez, DU Executive Education Faculty



MEET THE FACULTY: JOE HERNANDEZ

Joe Hernandez is an international authority on high value negotiations skills and techniques. As a professional negotiator and coach, Joe assists CEOs, senior executives, sales professionals and buyers in preparing for their most important deals.

In addition, he provides world-class negotiation training programs that change the way business people negotiate deals with immediate results. He has developed a unique methodology of negotiating that utilizes cutting-edge tools and processes. He shatters common beliefs about how to negotiate...unlocking exceptional results for his clients. Psychology and influence create a foundation for his approach, but more important are the tools he utilizes to ensure a successful outcome...every time.





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EXPERIENCE THE DANIELS DIFFERENCE: EXECUTIVE EDUCATION PROGRAMS @ DU

DU Executive Education, part of the nationally recognized Daniels College of Business, has spent over 60 years enhancing the skills of working professionals through innovative, impactful programs. With a legacy grounded in ethical leadership and diversity, our programs are crafted to meet the demands of today's dynamic business environment.

Each year, we partner with dozens of organizations and hundreds of clients, fostering growth through a practical, industry-oriented curriculum and faculty who bring both c-suite experience and academic excellence. Our commitment to actionable learning means you'll gain skills you can immediately apply, empowering you to drive measurable results and lead with purpose. Through DU Executive Education, you'll expand your network within Denver's vibrant business hub and engage in immersive, hands-on workshops that turn classroom knowledge into real-world solutions. Join us to advance your career with the skills and support needed to excel.

Ready to advance your career with DU Executive Education?

Reach out to us with any questions:

executive.education@du.edu

<https://daniels.du.edu/executive-education/>