



SCHRANNER
NEGOTIATION
INSTITUTE

THE INTERNATIONAL NEGOTIATION AUTHORITY

SCHRANNER CONCEPT®

THE PROGRAM FOR DIFFICULT NEGOTIATIONS

CEO MESSAGE

Learn how to lead even the most difficult negotiations to success.

We assume that you will be able to conduct 95% of your negotiations successfully. We have designed an intensive 2-day seminar for the remaining 5%.

You will learn how to avoid the biggest mistakes and how to conduct the negotiation process confidently and effectively

The seminar is designed for all management levels and aims to prepare you for most difficult phase - the deadlock phase.

Our seminar is complemented by the “PROFESSIONAL NEGOTIATOR®,” an exclusive and intensive online program for all managers who want to learn “at any time”.

Matthias Schraner

[Watch my story](#)



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SCHRANNER CONCEPT®

An intensive **Onsite Seminar** with certification for all managers responsible for high-stake negotiations.

In this intensive 2-day onsite seminar you will learn proven negotiation strategies which you will be able to implement immediately in your business. Practical examples illustrate the right approach for purchasing, sales, price, and contract negotiations, with a particular focus on difficult situations.

WHO SHOULD ATTEND?

Managers responsible for high-stakes negotiations

LANGUAGES

English, German

INSTRUCTOR

Negotiation Experts

CONTENT

PREPARATION

Defining your goals in difficult negotiations
Stop negotiating with yourself
Learn to enjoy conflict

OPENING

Tactics such as “put the fish on the table”
Professional opening of negotiations
How to endure conflict

LEADERSHIP

When to cooperate/resist?
The two avenues for collaboration
How to negotiate with an uncooperative partner

DEADLOCK

The danger of offering solutions
Warning instead of threatening
How to get out of a deadlock

This program is supported by an online self-study course for all managers, who want to learn “at any time”.

Video Lessons
Proven Tactics
Virtual Negotiation Classroom
Material Site
Personal Tests

INVESTMENT

Intensive 2-day onsite seminar, including online course “Professional Negotiator”
3.000 CHF/EUR/USD (plus applicable value added tax)

DATES/LOCATIONS:

For available dates and locations, please [visit us online](#).

You can book the online course “Professional Negotiator” separately

980 CHF/EUR/USD (plus applicable value added tax)



You will receive a copy of the book
“THE SCHRANNER CONCEPT®”

PRACTICAL BUILD UP

SCHRANNER CONCEPT® — PRACTICAL BUILD-UP

In this module, you can deepen your negotiation skills and tactical execution by applying the Schranner Concept® in realistic scenarios.

OBJECTIVE

Through case studies, exercises, role plays, and simulations, you will practice your negotiating skills. You'll receive targeted feedback, engage in Q&A and debriefings, and enhance your ability to prepare and perform effectively in negotiations. This module continues your learning journey post-Schranner Concept® Seminar.

PREREQUISITES

Previous completion of the Schranner Concept® Seminar.

LANGUAGES

German/English

EXPERT

Schranner Faculty Negotiation Expert

CONTENT

NEGOTIATION SIMULATION

Master tactical preparation. Apply tactics and exercise negotiation strategies in realistic scenarios and role plays. Define the right structure and processes.

EXERCISES & FEEDBACK

Work on your personal negotiation challenges. Receive feedback in real-time, adjust approaches, and optimize tactics application.

Learn from best practised and expert knowledge.

PRACTICAL IMPLEMENTATION

Succeed in your internal preparation. Steer and strengthen control of the negotiation table. Effectively manage conflicts and pitfalls.



INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES/LOCATION

Available dates and locations can be found [online](#).

CROSS CULTURAL NEGOTIATIONS

SCHRANNER CONCEPT® — CROSS CULTURAL NEGOTIATIONS



In the module Cross Cultural Negotiations you will deepen your understanding of cross-cultural negotiations and learn how to negotiate successfully with partners from around the world.

OBJECTIVE

You will analyze which factors influence negotiations in different cultural contexts and how to adapt your negotiation style to cultural settings. You will be prepared to lead international, cross-cultural negotiations to success.

PREREQUISITES

Previous completion of the Schranner Concept® Seminar.

LANGUAGE

English

EXPERT

Prof. Dr. Kasia Jagodzinska

CONTENT

CULTURE

Cultural values, dimensions, and types. Cultural profiles of various countries. Commonalities and differences around the globe.

GLOBAL NEGOTIATIONS

Attitudes towards conflict, power, risk, and time. Tactics and negotiation styles. Customs and traditions.

APPLICATION

Analyze cultural nuances in negotiations. Learn how to adapt your own negotiation style. Understand the impact on process, team composition, and strategy.



INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES/LOCATION

Available dates and locations can be found [online](#).

PSYCHOLOGY OF NEGOTIATIONS

SCHRANNER CONCEPT® — PSYCHOLOGY OF NEGOTIATIONS

This module enables you to deepen your knowledge from the Schraner Concept® using psychological tools in negotiations.

OBJECTIVE

Through a personality test and numerous exercises, you will build on your strengths and identify your potential. You will learn how to analyze your negotiation partner and take the lead in negotiations.

PREREQUISITES

Previous completion of the Schraner Concept® Seminar.

LANGUAGES

German/English

EXPERT

Dr. Klaus Lassert

CONTENT

TACTICAL SUPERIORITY

Our mission is tactical superiority. Identify and master triggers that challenge your performance in the "driver's seat". Maintain tactical capabilities throughout the entire process.

POWER

Use of power tools. Identify your counterpart's power plays. Shift the balance of power.

PROFILING

How your personality influences tactical decisions. Personality-related pitfalls and vulnerabilities. Your personal strengths and weaknesses profile. Tailored advice for your negotiation style.



INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES/LOCATION

Available dates and locations can be found [online](#).

PROFESSIONAL NEGOTIATOR®

An intensive online self-study course for all managers, who want to learn at any time.

You lead the most difficult negotiations to success with the SCHRANNER CONCEPT®.

You will employ the techniques of the police and the FBI to assemble the right team, involve decision-makers, and approach conflicts proactively. You will cultivate the mindset necessary for success and conduct negotiations strategically and tactically - never again intuitively.

Watch the [trailer](#).

Languages

English/Arabic

10
Chapters

24
Tactics

Q&A

Certificate

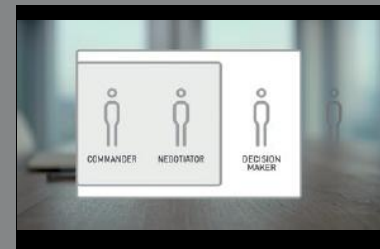
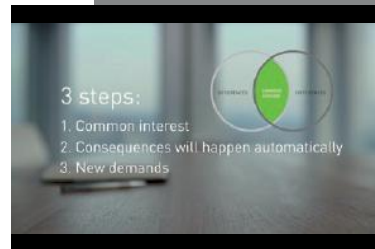
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Please visit our website: [Professional Negotiator - Schranner Negotiation Institute](#)



Intro
Preparation
Mental Preparation
The Difference between Selling and Negotiating
The Team Structure – and Friendly Fire
Tactics for Entering the Negotiation

PROFESSIONAL NEGOTIATOR® Introduction



WELCOME TO OUR NEGOTIATION COMMUNITY

Upon receiving your certificate, we invite you to join our community to access exclusive events and share your experiences with club members. Interaction is becoming increasingly significant, so let us learn more from one another.

Negotiation Insights

Negotiation Insights: A partnership grants access to the latest insights, research, podcasts, interviews, and much more.

"Refresher" Seminar

Continuously improve your negotiation skills. Meet alumni and exchange ideas and stay updated with the developments.

Negotiation Club Events

Expand network, develop professionally, and be inspired by negotiation experts. You will be invited to exclusive negotiation and networking events.

Virtual Negotiation

To ensure deeper understanding of the you have learned, we offer the opportunity to ask us any questions about negotiation in our regular online classrooms.



TOP LOCATIONS FOR OUR WORKSHOPS



SCHRANNER NEGOTIATION INSTITUTE



Our focus is on developing organizational negotiation capabilities in order to successfully manage and maneuver the toughest negotiations to achieve successful outcomes.

The SCHRANNER CONCEPT® was developed by former FBI-trained hostage negotiator Matthias Schraner, who transferred law enforcement negotiation and crisis response techniques into applicable business negotiation tools and strategies.

The Schraner Negotiation Institute is the market leader in leading tough negotiations around the world.

The Institute is the largest and most influential think tank in the field of negotiations, supporting Fortune 500 companies, government entities, and international bodies with offices in Zurich, New York City, Hong Kong, Singapore, Riyadh and Dubai.



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