



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.

Difficult negotiations are no longer the exception. In an increasingly complex world, leaders must be able to navigate conflict, uncertainty, and deadlocks with confidence.

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

These programs are designed for all management levels and aim to prepare you for the most difficult phase - the deadlock.

[Watch my story](#)



SCHRANNER CONCEPT® OPEN

An intensive on-site seminar with certification for all managers responsible for high-stakes negotiations



In this intensive 2-day on-site 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?

Everyone responsible for high-stakes negotiations

LANGUAGES

English, German

EXPERT

Schranner Negotiation Institute Expert

GROUP SIZE

Maximum of 25 participants

PREPARATION

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

OPENING

- Professional opening of negotiations
- Setting of the agenda and framework
- Take and maintain the lead early on

LEADERSHIP

- When to cooperate/resist?
- The two avenues for collaboration
- Negotiate with an uncooperative partner

DEADLOCK

- Internal before external negotiation
- Warn instead of threaten
- How to get out of a deadlock

FOLLOWING THE OPEN SEMINAR

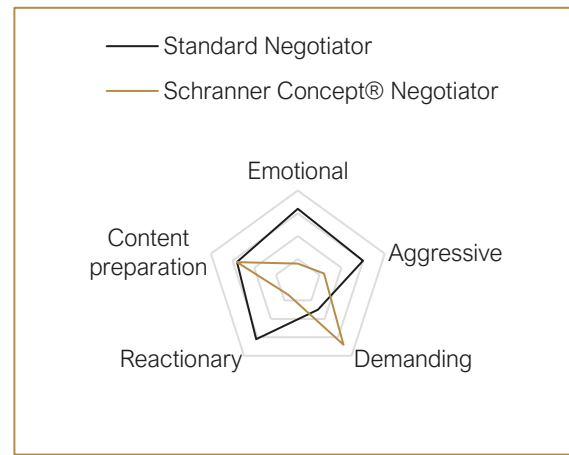
- Certificate of participation
- Exclusive access to Schranner Community
- Virtual Negotiation Classroom

INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES AND LOCATIONS

For available dates and locations, please [visit our website](#).



SCHRANNER CONCEPT® IN-HOUSE

Seminars tailored to your needs

In this in-house seminar your team will learn professional negotiation strategies based on the corporate standard of the Schranner Concept®.

Customer-specific content, real-world case studies, and industry-specific negotiation scenarios can be seamlessly integrated and added upon request.

WHO SHOULD ATTEND?

Executives, managers, and cross-functional teams responsible for high-stakes negotiations

LANGUAGES

English, German, Spanish, French

EXPERT

Schranner Negotiation Institute Expert

GROUP SIZE

Maximum of 25 participants per cohort

PRE-TRAINING ACTIVITIES

- Comprehensive briefing and assessment
- Survey of participant experiences
- Clearly defining corporate objectives

ON-SITE DAY #1

- Foundations of the Schranner Concept®
- Master Preparation and Opening Phase
- Tactical Alignment and Team setup

ON-SITE DAY #2

- Dealing with difficult/irrational demands
- Role-play exercises and case studies
- Customized simulations

POST-TRAINING ACTIVITIES

- Exclusive access to Schranner Community
- Material, handouts, frameworks, etc.
- Virtual Negotiation Classroom

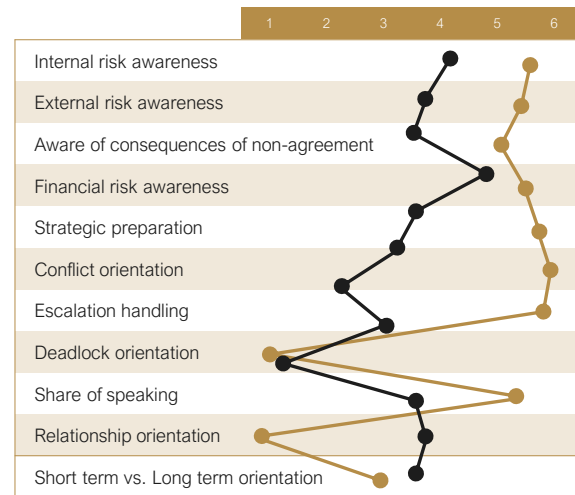
INVESTMENT

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1 = no awareness/importance
6 = high awareness/importance

● Organization ● Benchmark



PRACTICAL BUILD UP

Applying the Schranner Concept® in realistic negotiations to sharpen tactical execution

In this module, you will 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.

PREREQUISITES

Completion of the Schranner Concept® seminar

LANGUAGES

English, German

EXPERT

Schranner Negotiation Institute Expert

GROUP SIZE

Maximum of 15 participants

NEGOTIATION SIMULATION

- Master tactical preparation
- Apply tactics and 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
- Learn from best practices and expert knowledge

PRACTICAL IMPLEMENTATION

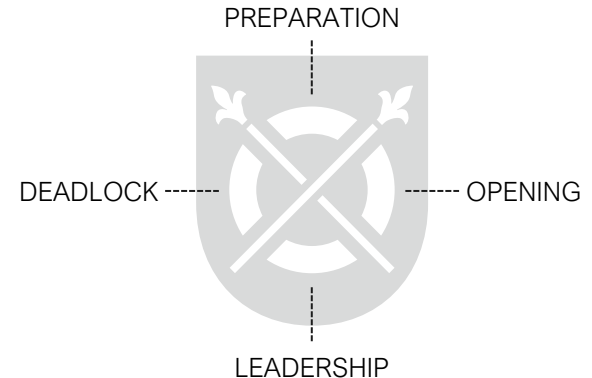
- Succeed in your internal preparation
- Steer and strengthen control at the negotiation table
- Effectively manage conflicts and pitfalls

INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES AND LOCATIONS

For available dates and locations, please [visit our website](#).





CROSS-CULTURAL NEGOTIATIONS

Preparing negotiators to lead complex cross-cultural negotiations with confidence and precision

In this module 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 cross-cultural negotiations to success.

PREREQUISITES

Completion of the Schranner Concept® seminar

LANGUAGE

English

EXPERT

Prof. Dr. Kasia Jagodzinska

GROUP SIZE

Maximum of 25 participants

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
- Adapt your own negotiation style
- Understand the impact on process, team composition, and strategy

INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES AND LOCATION

For available dates and locations, please [visit our website](#).



PSYCHOLOGY OF NEGOTIATIONS

Understanding personalities, recognizing dynamics, and taking the lead in negotiations



This module enables you to deepen your knowledge of 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

Completion of the Schraner Concept® seminar

LANGUAGES

English, German

EXPERT

Dr. Klaus Lassert

GROUP SIZE

Maximum of 25 participants

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

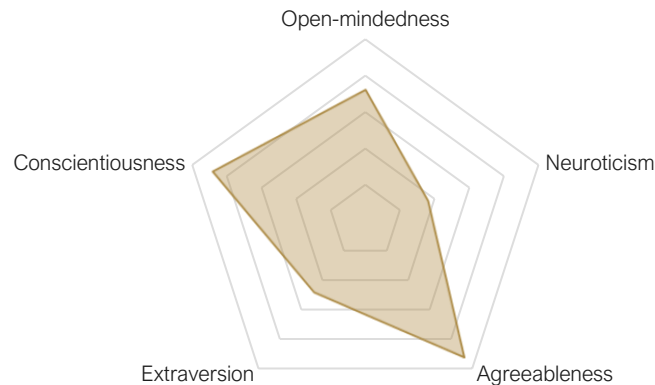
- How your personality influences tactical decisions
- Personality-related pitfalls and vulnerabilities
- Tailored advice for your negotiation style

INVESTMENT

3.000 CHF/EUR/USD (plus applicable VAT)

DATES AND LOCATION

For available dates and locations, please [visit our website](#).



IMPRESSIONS FROM OUR SEMINARS

Learn first-hand from our Schranner Concept® experts and be prepared for your tough negotiations



SCHRANNER CONCEPT® ONLINE

Become a certified Professional Negotiator ®

Learn from leading negotiation experts on-demand, track your skills development through advanced performance analysis, and get live guidance from real negotiation professionals.

OBJECTIVE

The Schranner Concept® Online helps you move beyond theory and develop the confidence, structure, and practical ability to lead difficult negotiations in real-world, high-stakes situations.

LANGUAGE

English

EXPERT INSIGHTS

Ugne Fink-Jensen
Dr. Gitanjali Ponnappa
Dr. Klaus Lassert
Matthias Schranner

NEGOTIATION STYLE PROFILE

Assess your negotiation style and proficiency, and monitor your progress as your negotiation skills develop in real time.

SCHRANNER CONCEPT® ONLINE

Learn the proven concept on-demand from world-class negotiation experts.

NEGOTIATION SIMULATIONS

Train in advanced negotiation simulations with our customizable Schranner-AI-Agents.

VIRTUAL NEGOTIATION CLASSROOM

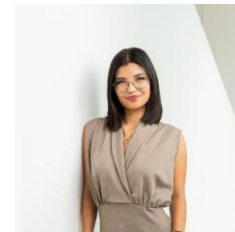
Deepen your expertise through live Q&A sessions with our negotiation experts.

For more detailed information, please visit our [Schranner Concept® Online website](https://www.schranner.com).

INVESTMENT

980 CHF (plus applicable VAT)

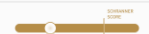
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YOUR CONFLICT ORIENTATION IS
MORE "BIG FISH"



YOUR COMMITMENT TIMING IS
MORE EARLY COMMITMENT



YOUR LANGUAGE USE [FRAMING] IS
MORE NEGATIVE



WHAT IS LANGUAGE USE IN FRAMING

Language use in framing describes how you verbally present your perspective in a negotiation and how strongly you signal it as a fact versus a viewpoint. Within the Schranner Concept, there are no objective truths in conflict—only differing perspectives. The way language is framed determines whether statements are perceived as neutral observations, implicit accusations, or invitations to engage.

YOUR STATUS QUO

You tend to use language that highlights risks, constraints, and potential downsides more clearly than opportunities. As a result, discussions may shift toward defense rather than exploration.

EXPERT RECOMMENDATION

Within the Schranner Concept, language should consistently signal perspective rather than certainty. Reframing statements to emphasize "how we see the situation" reduces resistance.

PARTNERSHIP – THE NEGOTIATION CHALLENGE FOR PROFESSIONALS

Exclusive opportunity to compete in the “World Championships of Negotiation”



The Schranner Negotiation Institute is a proud exclusive partner of **The Negotiation Challenge for Professionals (TNC)**, one of the world’s most renowned and scientifically grounded negotiation competitions. The TNC combines realistic negotiation simulations with an academically validated evaluation framework and offers negotiators the opportunity to demonstrate their skills in an international setting. Findings from the Challenge have been published in outlets such as the **Harvard Business Review** and **Harvard Business Manager**, among others, and contribute to the ongoing development of negotiation research.

Participation in the TNC for Professionals normally costs CHF 980 per team. Holders of an N-Conference Full Access ticket receive free participation for the year 2026 at no additional cost.

The partnership combines the academic excellence of the TNC with the international negotiation expertise of the Schranner Negotiation Institute. This gives participants the opportunity to apply their knowledge from the Schranner Concept® in challenging negotiation scenarios, to measure themselves against negotiators from the worlds of business, diplomacy, and law, and at the same time to contribute to the further refinement of negotiation research.

The TNC for Professionals was founded by **Prof. Dr. Remigiusz Smolinski** and **Prof. Dr. Peter Kesting** and is based on a methodologically sound and independent evaluation approach.

The registration deadline is October 1, 2026. For more detailed information, please visit our [website](#).



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.

“Refresher” seminar

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

Schranner Negotiation LinkedIn Community

In the Schranner Negotiation LinkedIn Community, you'll find exclusive content and the latest insights. The LinkedIn group offers a personal setting for discussing the latest trends, challenges, and strategies in the world of negotiation.

Negotiation Club Events

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

Virtual Negotiation Classroom

To ensure a deeper understanding of the methodology you have learned, we offer the opportunity to ask us questions about the Schranner Concept® in our regular Virtual Negotiation Classroom.



TOP LOCATIONS FOR OUR WORKSHOPS



NEW YORK CITY



LONDON



FRANKFURT



MUNICH



ZURICH



WASHINGTON DC



VIENNA



DUBAI



HONG KONG



SHANGHAI



SINGAPORE



RIYADH

SCHRANNER NEGOTIATION INSTITUTE



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

The **SCHRANNER CONCEPT®** was developed by Matthias Schraner, a former police negotiator. He transfers law enforcement negotiation and crisis response techniques into applicable business negotiation tools and strategies.

The institute is the **largest and most influential organization in the field of complex negotiations** and supports Fortune 500 companies, governments, and international organizations with offices in Zurich, Geneva, New York City, Hong Kong, Singapore, Riyadh, and Dubai.



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