



A program taught
by Senior Fellow
Robert Bordone of
Harvard Law School

STRATEGIES AND SKILLS FOR DEALMAKING

LEARN TO MAKE THE RIGHT DEAL

March 18th 2020: 09.00 - 17.00

Read more and sign up at
www.juc.dk/DEAL

JUC



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UPGRADE YOUR SKILLS IN DEAL-MAKING

NOW FOR THE FIRST TIME, DANISH DEALMAKERS HAVE THE UNIQUE CHANCE TO GET INVALUABLE INSIGHTS TO IMPROVE THEIR OWN NEGOTIATION SKILLS.

We focus on the secrets of closing the deal, from establishing the contact to long-term cooperation. The program will make you a better dealmaker and negotiator. You will gain important insights on the psychology behind successful dealmaking and no deal at all. You will also meet successful dealmakers with real-life examples on how to close a deal, while keeping your counterpart happy.

In this one-day session Robert Bordone joined by Kyle Glover will provide insights into commercial dealmaking. Put simply, you will receive world class learning drawing upon decades of research from the Program on Negotiation at Harvard Law School as well as from other leading negotiation research centers in the U.S. and around the world.

In addition a panel of Danish dealmakers will share their experiences on their insights of dealmaking.

In short: This program will upgrade your skills and help you close better, more sustainable deals.

Regards,

A handwritten signature in black ink that reads "Torsten Nordfjeld".

Torsten Nordfjeld
JUC

ABOUT THE EVENT

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09.00 – 17.00 at JUC
Axelborg, Vesterbrogade 4a, 1620 København V

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FACILITATORS

Robert Bordone

Senior Fellow at **Harvard Law School** and Founder of Harvard Negotiation & Mediation Clinical Program. He has served on the full-time faculty at Harvard Law School for more than twenty years, and is an internationally recognized expert, author, speaker, and teacher in negotiation, conflict resolution, mediation and facilitation.

Kyle Glover

Former Lecturer on Law at **Harvard Law School** and a lawyer at **Pierce Atwood**, LLP. He assists clients with matters related to the negotiation of technology and intellectual property transactions, the prosecu-

PANEL PARTICIPANTS

Jens L. Poulsen

Jens Løgstrup Poulsen is the owner of **Navitas** and is a professional sales coach and has had over 1.500 sales people and sales managers for personal interviews, with testing, coaching and consulting. He is the author of "Emotions for Sale". He has worked exclusively with sales, sales management and communications for over 25. He has a background from the Medico industry. Today he is an active board member and investor in various industries. He is an expert in getting deals and making deals.

Greg Jones

Greg Jones is Vice President for Legal Affairs at **Novo Nordisk**. He is a US lawyer and has a background in Healthcare and the Life Science industries. He has a lot of hands-on experience and knowledge on commercial transactions in high-performing teams both in the US and Europe. As part of the panel, he will draw upon his experiences on closing deals, develop winning negotiation strategies, international aspects and his views on negotiation.

Jakob Kjærsgaard

Nordic Sales & Operations Director at **JUC**. Jakob has extensive experience as a senior leader across a variety of Danish companies and industries. He has a strong understanding and interest for sales, customer service and business development, focusing on developing the organization, and competencies among leaders and employees.

ABOUT THE EVENT

CONTENT

Whether you're an experienced executive or an up-and-coming manager, this program will help you close important deals, negotiate in uncertain environments and achieve better outcomes at the negotiation table.

We draw on the latest research in negotiation from multiple disciplines, including behavioral economics, psychology, and neuroscience.

PURPOSE

The course will make you a better dealmaker and negotiator. You will gain important insights on the psychology behind successful deal making and no deal at all. You will also meet successful dealmakers with real-life examples on how to close a deal, while keeping your counterpart happy.

- Build deals that are good for you and secure long-term cooperation
- What you should be aware of when starting a new partnership
- Understand when and how a negotiation begins
- Know how to foster successful relationships without compromising a great outcome for yourself or your company or client
- Manage challenges that might derail you in a negotiation
- Overcome the anxiety that you sometimes feel at the negotiation table
- Predict how your counterpart will react to concessions during a negotiation
- Frame a task, message, or point of view that improves your own decisions and the decisions of others
- Enhance skills of creativity and brainstorming to build better outcomes for all stakeholders
- Keep your team moving forward and on target
- Reimagine a new approach to negotiation that results in mutual gains

TARGET GROUP

The workshop is for professionals working on deal-making e.g. Commercial Manager, Sales Director, Head of Sales, Sales Manager, Contract Manager, Export Manager, General Manager, Head of Marketing, Marketing Director etc.

PROGRAM

- 08.15 **Breakfast and welcome**
- 08.30 **The Challenge of Dealmaking**
- Building Trust, Improving Communication, Forging Strong Relationships
- 10.00 **Break**
- 10.15 **Negotiate & Review Oil Pricing Exercise**
- An exercise in an oil pricing case
- 11.30 **Preparing for Negotiation:**
- The Seven Element Framework: Interests, Legitimacy, Relationships, Alternatives and BATNA, Options, Commitments & Communication
- 12.15 **Lunch**
- 13.15 **Diego Primadonna Prep-by-Side**
- The initial phases of negotiation presented through the Diego Primadonna case study
- 14.00
- 14.15 **Break**
- 14.45 **Negotiate Diego Primadonna**
- Practical negotiation walkthrough presented through the Diego Primadonna case study
- 15.30
- 15.45 **Review Diego Primadonna**
- The repercussions of the deal. The benefits of long term investments
- 16.45
- Coffe break**
- Panel featuring prominent negotiators and moderated by Bob Bordone**
- Panel featuring prominent negotiators who is ready to be confronted on how they negotiate in a Danish context
- Final Questions and End**

QUALITY SINCE 2001

JUC delivers knowledge, value and growth to lawyers, legal counsels and specialists through courses, networks, certifications and conferences. Our aim is to inspire and develop our guests for future challenges.

We hold events every year for more than 10.000 participants with more than 200 courses, 100 networks and 20 conferences in Scandinavia.

Our team of teachers consists of 200 special selected lawyers, general counsels, judges and professors from the leading law firms, universities, courts and international corporations.

Today we are proud to state that JUC is growing fast and we are the preferred provider of mandatory continuous education. The education provided by JUC, meets the statutory requirements for continuous legal education.



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