



July 28 – 31th, 2019

LIMITED CLASS SIZE
REGISTER EARLY

PRICE
\$ 3,500
INCLUDES
ALL MATERIALS
INSTRUCTION
BREAKFAST
LUNCHES

LEARNING OUTCOMES

APPROACHES TO NEGOTIATION
CONFIDENCE IN MAKING DEALS
IMPROVED TACTICS
BETTER STRATEGIES
BETTER OUTCOMES
NEW NEGOTIATION TOOLS

TO REGISTER
contact

DR. ROBERT MAGNUS at
bmagnus@oculusinsights.net
or 262-424-7625

CRAFTING DEALS & BUILDING RELATIONSHIPS

Negotiation is the art and science of securing agreements between two or more independent parties. It is a skill that must hold cooperation and competition in creative tension. You negotiate every day – with, clients, employees, colleagues, sales reps, merchants, and even friends and family. Some negotiations are “formal” like the ones you might have with a new vendor, whereas others like those you might have with a co-worker about distribution of work responsibilities might be less formal.

Yet, although people negotiate all the time, most people know very little about the strategy and psychology of effective negotiations. Why do you sometimes get your way whereas other times you walk away feeling frustrated by your inability to achieve the agreement you desire? Drawing on current research in management and leadership during this 3-day workshop you will gain a deep understanding of the psychology of negotiations and the processes and strategies that will help you reap benefits. You will learn how to apply negotiation tactics to craft optimal solutions, and you will learn how to build trust with others in order to sustain long-term relationships and reputations.

YOUR INSTRUCTORS

GAIL BERGER MEd, PhD

Gail received her Ph.D. in Management and Organizations from the Kellogg School of Management, Northwestern University. She also holds a M.Ed. in Administration and Supervision from Loyola University and a B.A./B.S. in Psychology and Elementary Education from Boston University. She has blended her background in education, business and psychology to create a powerful approach to team building, leadership development, and executive coaching.

ROBERT P. MAGNUS DVM, MBA

Robert Magnus is an accomplished senior executive and thought leader with over thirty years in the veterinary health care and business consulting industries. In 2005 he founded Equine Business Management Strategies LLC, an executive business education program for the equine veterinary industry. Robert joined the business consulting firm, Oculus Insights LLP which has expanded business education and consultancy offerings on a global level to the veterinary profession.

SUNDAY July 28th

4pm	Hotel Check-In & Event Registration
5:30pm	Welcome Reception with refreshments & heavy appetizers
6:30pm	Start Program

TIME	MONDAY July 29th	TUESDAY July 30th	WEDNESDAY July 31st
7am	Breakfast at Hotel	Breakfast at Hotel	Breakfast at Hotel
8.15 am	Introductions	Debrief	Debrief
8:30am	Negotiation Fundamentals The building blocks for all deals <i>Gail Berger</i>	Developing a Toolkit Develop the strategies to negotiate the "best deal" not just a good deal <i>Gail Berger</i>	Real World Case Studies Applying what you've learned in your industry and daily workplace environment <i>Gail Berger and Robert Magnus</i>
1030am	Break	Break	Break
10:45am	Continued <i>Gail Berger</i>	Negotiating a Complex Case <i>Gail Berger</i>	Continued <i>Gail Berger and Robert Magnus</i>
12.00	Lunch	Lunch	Lunch
1.00pm	Preparing for the Big Event What needs to happen before the negotiation <i>Gail Berger</i>	Advanced Negotiation Strategies <i>Gail Berger</i>	Continued <i>Gail Berger and Robert Magnus</i>
3pm	Break	Break	Program End
3:15pm	Ready, Set, Go Now you have the fundamentals, it's time to put the skills into action <i>Gail Berger</i>	Continued Industry News Segment An interesting time to learn what is happening in the Animal Health Industry and share ideas that affect all our futures	SAFE TRAVELS HOME
5:30pm	Program End	Program End	
6.30pm	OCULUS NIGHT	Free Night - On your Own	

For more information: www.OculusInsights.net



Specific learning outcomes include:

- Develop an understanding of the concepts central to all negotiations
- Enhance your ability to analyze the negotiation process
- Improve your capacity to understand and predict the behavior of the other party in the negotiation
- Develop a toolkit of useful negotiation strategies and tactics, including a strategic prenegotiation plan
- Learn how to develop more trusting relationships with the other party