



GAIN THE EDGE!

Negotiation Strategies for Lawyers

with international negotiation expert
Martin Latz

LIVE PROGRAM

*No video replay or webcast
Enrolment is limited*

May 10, 2012

9:00am – 4:30pm

Wu Conference Centre
Fredericton, New Brunswick

About the Program

YOU NEGOTIATE EVERY DAY. In fact, your ability to effectively negotiate may be the most critical skill you possess. Yet most lawyers negotiate instinctively or intuitively. This dynamic, practical program will teach novice and veteran lawyers alike how to approach negotiations with a strategic mindset.

And make no mistake – no matter how much you know about negotiation, Martin Latz will teach you more. Adding that one new tactic may be the difference between winning and walking away empty-handed. Latz is one of North America's leading experts and instructors on negotiating techniques.

Whether your practice is civil or criminal, or transactional or litigation based, Latz will help make **YOU** a more effective lawyer.

10 Skills You Will Learn

1. Latz's 5 Golden Rules of Negotiation
2. Strategies to get past "No" – if all appears lost
3. 1st offer dynamics – when to make it and when to wait
4. Ways to gain leverage when seemingly powerless
5. Secrets to success in emotionally charged negotiations
6. Powerful agenda control techniques
7. Deadline and timing tips
8. Competitive techniques vs. problem solving strategies
9. Tactics to generate creative solutions
10. Powerful information gathering methods

Here's what Canadian lawyers said about Latz and *Gain the Edge* in 2011:

"Excellent presentation and content all around."

"Very effective speaker. Excellent ideas which make me think of negotiation as a core competency instead of an after-thought."

"Best CLE ever attended in over 20 years of practice."

"Comprehensive, engaging, top notch!"

"A great program even for experienced negotiators."

"A new fresh approach to negotiation."

"Informative and useful... but also fun!"

Agenda

- 8:30 am *Registration and light breakfast*
- 9:00 am **Introduction – The “Car Negotiation Story”**
- 9:10 am **Discuss Latz’s Golden Rules of Negotiation**
- 10:30 am *Break*
- 10:45 am **Discuss Negotiation Strategies**
- 11:30 am **Prepare to Negotiate Simulation**
- 12:00 pm *Lunch (included)*
- 1:00 pm **Negotiation Simulation and Debriefing**
- 1:30 pm **Analyze Negotiation Simulation**
- 2:45 pm *Break*
- 3:00 pm **Oil Pricing Exercises and Ethics Discussion**
- 4:30 pm **Wrap-up and Evaluation**

Every attendee will receive a copy of *Gain the Edge! Negotiating to Get What You Want* by Martin Latz (St. Martin’s Press)



About Martin Latz



Martin E. Latz, Founder of Latz Negotiation Institute, is one of North America’s leading experts on negotiating techniques. Over 65,000 lawyers since 1995 have attended his training programs and seminars around the world, and he has consistently received the highest praise. An Adjunct Professor – Negotiation at Arizona State University College of Law since 1995, Latz also advises and negotiates on behalf of a wide range of private and public entities. From 1993-1995, he negotiated for the White House nationally and internationally on the White House Advance Teams. Latz – a Harvard Law *cum laude* graduate – is the author of *Gain the Edge! Negotiating to Get What You Want* (St. Martin’s Press, 2004) and has appeared as a negotiation expert on CBS’ *The Early Show* and such national business shows as *Your Monday* and *Fox Business*. He also writes a monthly negotiation column for *The Arizona Republic*.

CPD Hours: This program has been submitted to the Law Society of New Brunswick for accreditation.

Yes! Register me for *Gain the Edge! – Negotiation Strategies for Lawyers*

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Name: _____ Firm: _____
Address: _____
City: _____ Province: _____ Postal Code: _____
Telephone: _____ Fax: _____ Email: _____

Registration Fee

EARLY BIRD: Register by March 30, 2012 and pay \$325 + 42.25 HST = \$367.25

Register after March 30, 2012 and pay \$375.00 + \$48.75 HST = \$423.75

Payment information

- Cheque to The CBA-NB for \$ _____ enclosed OR
 Please charge \$ _____ to my VISA or Mastercard or Amex

Card #: _____
Card Expiry: _____ Signature: _____

To Register: Return this form with payment to CBA New Brunswick Branch, 300-500 Beaverbrook Court, Fredericton, NB E3B 5X4. Tel: 506.452.7818. Toll free: 1.866.452.7818 Fax: 506.459.7959 Email: cle@cbanb.com Web: www.cba.org/nb. Registration fee is refundable less 20% admin fee if written cancellation is received 10 working days before the program. No refunds will be provided after that, although materials will be forwarded. Registration substitution is permitted. Program content, speakers and location may change without notice. CBA-NB reserves the right to cancel sessions due to low registration.

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