

## *Negotiation Skills with Marty Latz, Esq.* **How to Say “No” and Preserve the Relationship**

**Tuesday, December 5, 2017**

8:30 a.m. Registration & Continental Breakfast

9 a.m. – 4:30 p.m. Program

6.0 Hours CLE Credit,

including 1.0 Hour Professional Conduct



### About the Seminar

*HOW* you say “No” to your client, partner, boss, or business colleague can make or break your career. Yet most instinctively or intuitively just blurt out a “no” or take just a few minutes to consider it before jumping headfirst into what could be a make or break moment for you. This can be devastating.

In this program led by negotiation expert and author Martin Latz, participants will shift their mindsets and behavior from instinctive to strategic based on the experts’ proven research. Next time they face this situation, they will systematically think about which strategies to use and have a strategic framework within which to approach it. How they say “no” will then be based not only on their own experiences, but on the collective experiences of the best negotiators in the world and on the most up-to-date research.

### Participants will learn:

- Latz’s Five Rules in How to Say “No” and Preserve the Relationship
- Ways to Avoid Saying “No” When No “No” is Necessary
- How to Explore Mutual Interests
- When to Say “No” and When to Say “Yes”
- Powerful Standards that Lessen the Negative Impact of “No”
- Ways to Frame a “No” with a Yesable Offer
- Language to Psychologically Make Them Feel Good When Hearing “No”
- When to Involve Others in the “No” Conversation
- How to Control the Setting to Improve Your Relationship

# Agenda

**8:30 a.m. Registration & Continental Breakfast**

**9 a.m. Introduction – The “Family Negotiation Story”**

**9:15 a.m. Participants’ Challenges in Saying “No”**

**9:30 a.m. Discuss Latz’s Five Golden Rules in How to Say “No” and Preserve the Relationship, including:**

- Information and Interests are Key – Don’t jump to “No”
- How to Explore Mutual Interests
- Ways to Open Up and Share More to Strengthen Relationships

**10 a.m. Prepare a Strategic Plan to Say “No”**

- Individually select an example
- Prepare a Strategic Plan based on taught elements to say “No”

**10:30 a.m. Break**

**10:45 a.m. Discuss Latz’s Five Golden Rules in How to Say “No” and Preserve the Relationship, including:**

- Understanding the Meaning of “No”
- When to Say “No” and When to Say “Yes”

**11 a.m. Continue to Prepare a Strategic Plan to Say “No”**

- Prepare a Strategic Plan based on taught elements to say “No”

**11:15 a.m. Negotiation Ethics – Part I, including discussion of Stalking Horse Scenario and its:**

- Morality – is it right or wrong?
- Ethics or Legality – does it cross the legal or ethical line?
- Effectiveness – does it work?

**11:45 a.m. Lunch (on your own)**

**12:45 a.m. Discuss Latz’s Five Golden Rules in How to Say “No” and Preserve the Relationship, including:**

- Powerful Standards that Lessen the Negative Impact of “No”

**1 p.m. Prepare a Strategic Plan to Say “No”**

- Individually prepare a Strategic Plan based on taught elements to say “No”

**1:15 p.m. Negotiate One-on-One Exercise**

**1:45 p.m. Debrief Exercise, focusing on:**

- Elements that worked well, not well and how to improve in the future

**2:15 p.m. Discuss Latz’s Five Golden Rules in How to Say “No” and Preserve the Relationship, including:**

- Ways to Frame a “No” with a Yesable Offer
- Language to Psychologically Make Them Feel Good When Hearing “No”
- When to Involve Others in the “No” Conversation
- How to Control the Setting to Improve the Relationship
- Impasse-Breaking Strategies if You Say “No” You Reach Impasse

**3 p.m. Break**

**3:15 p.m. Prepare a Strategic Plan to Say “No”**

- Prepare a Strategic Plan based on taught elements to say “No”

**3:15 p.m. Negotiate One-on-One Exercise**

**3:45 p.m. Debrief Exercise, focusing on:**

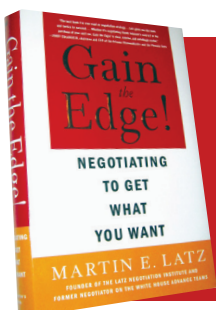
- Elements that worked well, not well and how to improve in the future

**4 p.m. Negotiation Ethics – Part II, including discussion of The “False Promise” Scenario and its:**

- Morality – is it right or wrong?
- Ethics or Legality – does it cross the legal or ethical line?
- Effectiveness – does it work?

**4:30 p.m. Adjourn**

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**FREE EXPERT NEGOTIATION ADVICE AFTER THE SEMINAR ENDS**

You will receive:

**Latz’s critically acclaimed book *Gain the Edge! Negotiating to Get What You Want* AND**

**An e-mail subscription to Latz’s monthly negotiation column – so you will never stop honing your skills.**

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## About Marty Latz



Renowned negotiation expert Marty Latz, Founder of the Latz Negotiation Institute, has trained over 100,000 lawyers and business professionals around the world to more effectively negotiate, including in Bangkok, Beijing, Brussels, Hong Kong, London, Prague, Seoul, Shanghai, and Singapore.

An Adjunct Professor – Negotiation at Arizona State University College of Law from 1995 to 2005, Latz has also 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* and has appeared as a negotiation expert on CBS' *The Early Show* and such national business shows as *Your Money* and *Fox Business*. He writes a monthly negotiation column that appeared for many years in *The Arizona Republic* and that now is e-mailed to almost 30,000 readers per month.

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## Cancellations and Substitutions

Cancellations received by noon the business day before the seminar will be refunded less a \$35 processing fee. Individuals who cancel after this time will receive course materials in lieu of a refund. Substitutions will be accepted at any time.

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## Photography and Special Needs Notice

If you have any special needs addressed by the Americans with Disabilities Act, please let us know at least one week prior to the seminar.

Registrants, instructors, exhibitors and guests attending CBA meetings agree they may be photographed during the event. Photographic materials are the sole property of the CBA, and the CBA reserves the right to use attendees' names and likenesses in promotional materials without providing monetary compensation

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## Registration



### 4 easy ways to register

**Online:** [www.cincybar.org](http://www.cincybar.org) (with credit card#)



**Mail to:** Cincinnati Bar Association / CLE Dept.  
225 E. 6th St., 2nd Fl., Cincinnati, OH 45202  
Checks payable to Cincinnati Bar Association



**Fax:** (513) 381-0528 (with credit card #)



**Phone:** (513) 699-4028 (with credit card #)

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Advance registration is advised. Walk-in registrations will be limited to available seating space.

### Registration Fees

CBA Member	\$320
Non-Member	\$415
CBA Law Student Member	\$50

*Non-Attorney Legal Professional: 50% off applicable attorney registration fee (based on CBA membership status of non-attorney); please check "Other Legal Professional" box below.*

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### Negotiation • December 5, 2017

Attorney  Other Legal Professional  Law Student

Name(s) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is my check in the amount of \$   
made payable to the Cincinnati Bar Association.

Please charge my credit card the amount of \$

Visa  MasterCard  Discover  Am. Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_