



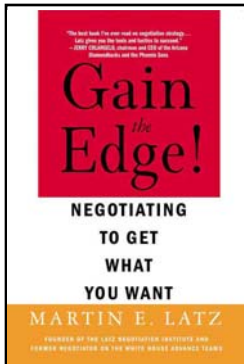
# GAIN THE EDGE!®

## Negotiation Strategies for Lawyers

Featuring Martin Latz, international negotiation expert and author of *Gain the Edge! Negotiating to Get What You Want*

FREE WITH  
REGISTRATION!

### 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've negotiated, 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. **Registration includes Latz's critically acclaimed book *Gain the Edge! Negotiating to Get What You Want* (St. Martin's Press 2004), plus a 30-day trial of Latz's ExpertNegotiator Planning and Management Software, and an optional e-mail subscription to Latz's monthly negotiation column.**

### ACCOLADES FOR MARTIN LATZ

Lawyers in over 40 states and 6 provinces have given Marty Latz a thumbs up — way up!

**"Marty Latz is one of the most accomplished and persuasive negotiators I know. In *Gain the Edge!* you will see why."**  
George Stephanopoulos, Anchor, ABC News *This Week*

**"Practical and immediately applicable to my actual practice and the negotiations I must conduct on behalf of our corporate clients."**  
Bruce Rosenthal, Nixon Peabody, New York, NY

**"Very effective speaker. Excellent ideas, which make me think of negotiation as a core competency instead of an after-thought."**  
Kevin Kyte, Stikeman Elliott, LLP, Montreal

**"Whether you are a confident negotiator or one who is apprehensive of the process, you will learn much from Latz. Lucid explanations, coupled with a host of practical examples, will help you to achieve better results when you next negotiate."**  
Professor Frank Sander, Bussey Professor of Law, Harvard Law School



### ABOUT MARTIN LATZ

Renowned negotiation expert Martin E. Latz, founder of the Latz Negotiation Institute, has trained over 50,000 lawyers and business professionals around the world to more effectively negotiate. 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* (St. Martin's Press, 2004) and has appeared as a negotiation expert on CBS' *The Early Show* and such national business shows as *Your Money* and *First Business*. He also writes a monthly negotiation column for *The Arizona Republic*.

## AGENDA

- 8:30 am Registration and continental 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 Adjourn

*Included in registration:*



**Gain the Edge!**  
by **Martin E. Latz**

## 15 Skills You'll Learn:

1. Latz's 5 Golden Rules of Negotiation
2. Strategies to get past “No” – if all appears lost
3. 1<sup>st</sup> offer dynamics – when to make it
4. and when to wait
5. Ways to gain leverage when seemingly powerless
6. Secrets to success in emotionally charged negotiations
7. Powerful agenda control techniques
8. Deadline and timing tips
9. Competitive techniques vs. problem solving strategies
10. Tactics to generate creative solutions
11. When to share information – and when to keep it
12. When to hold – and when to fold
13. Ways to deal with untrustworthy adversaries
14. How to keep options open while building future relationships
15. The difference between “puffery” and unacceptable lying

**Yes, please register me for GAIN THE EDGE!®**

Thursday, October 7, 2010

Schooner Room • Casino Nova Scotia • 1983 Upper Water Street, Halifax

*Sign up early. Enrolment is limited.*

### REGISTRATION FEE

**EARLY BIRD: Register August 31, 2010 or before and pay:** \$325.00 + \$48.75 HST = \$373.75

**Register September 1, 2010 or later and pay:** \$375.00 + \$56.25 HST = \$431.25

Registration fee includes attendance, program materials, a copy of *Gain the Edge! Negotiating to Get What You Want*, breakfast, lunch and refreshment breaks.

### TO REGISTER

- **Members:** Register online at <http://members.nsbs.org/>.  
*If you do not have a username and password, contact Pierre Benoit at [pierrebenoit@nsbs.org](mailto:pierrebenoit@nsbs.org).*
- **Non-members** are welcome to register for this program.  
*If you do not have a username and password with us, please contact Katherine Oxner at [koxner@nsbs.org](mailto:koxner@nsbs.org).*

### PROGRAM CHANGES & REFUNDS

We will make every effort to present the program as advertised but changes to speakers, content, dates and venues may be necessary. In the event of a program cancellation, our liability is limited to reimbursement of paid fees. All sales are final however confirmed registrants may send a substitute in their place or designate a third party to pick-up materials on site.